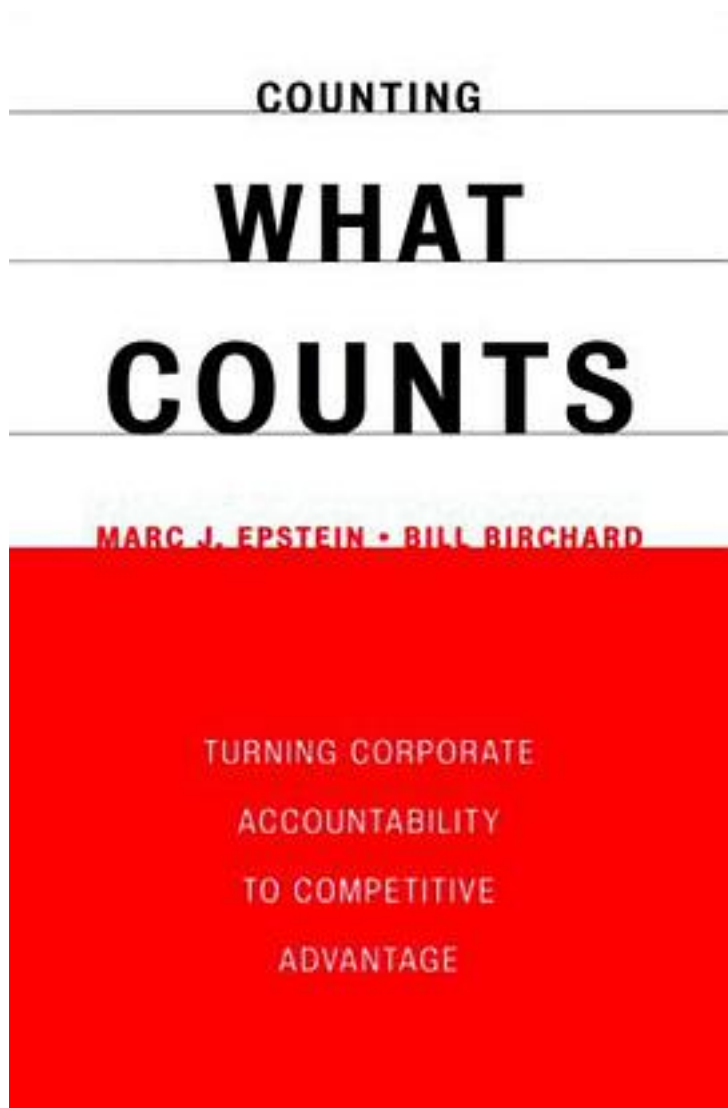


# Counting What Counts



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出版者:Lightning Source Inc

出版时间:2000-4

装帧:Pap

isbn:9780738203133

A comprehensive and practical approach for turning corporate accountability into a competitive asset Drawing from the collective experience of twenty-five years of research, writing, and teaching in the field, Epstein and Birchard present a new approach to managing corporate accountability, as a function of four essential and interlocking drivers: governance, performance measurement, control systems, and reporting. They identify where and how companies fail in meeting requirements of these four cornerstones, and then build a powerful framework for managers at all levels to improve decision making, clarify and communicate strategy, accelerate feedback and learning, and secure stakeholder loyalty.

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