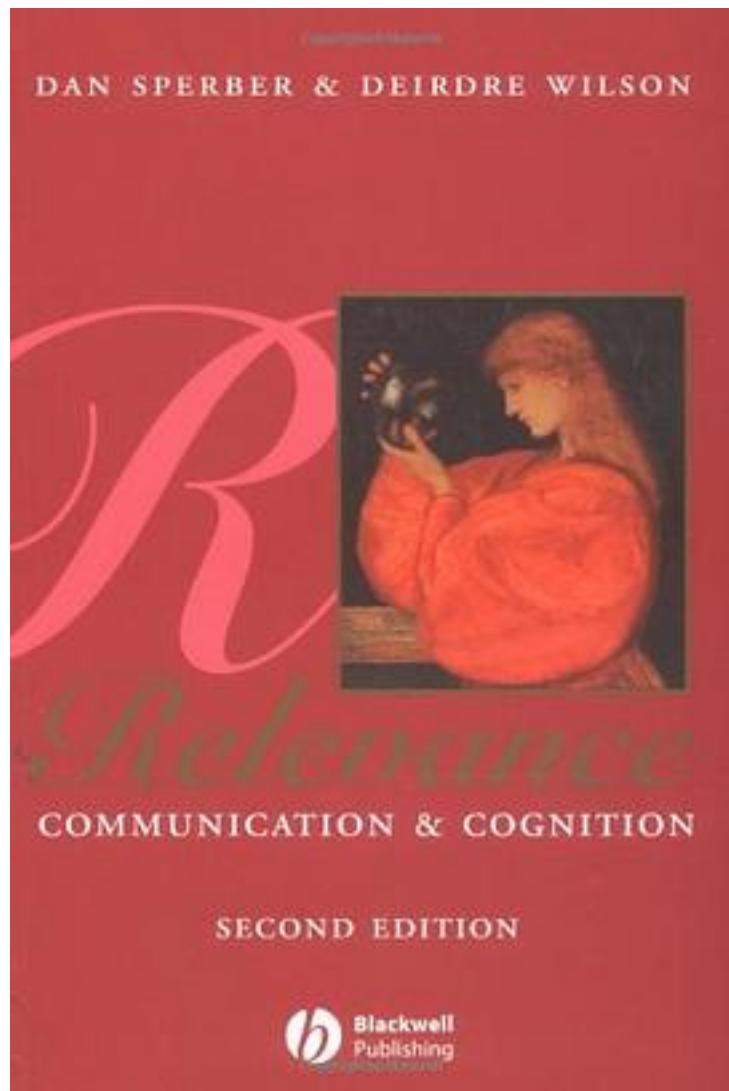


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In this groundbreaking book, business guru David Apgar helps leaders pinpoint which information matters most for successful goal setting, strategy, and bottom-line performance. Based on simple and easy-to-implement practices, *Relevance* outlines a new discipline focused on the relevance of performance measures for assessing key strategy issues and accelerating learning. David Apgar's practices are grounded in solid business research and clearly illustrated with real-life examples from top-performing companies such as Toyota, Alcoa, Nestlé, Capital One, Cisco, Microsoft, and GE.

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