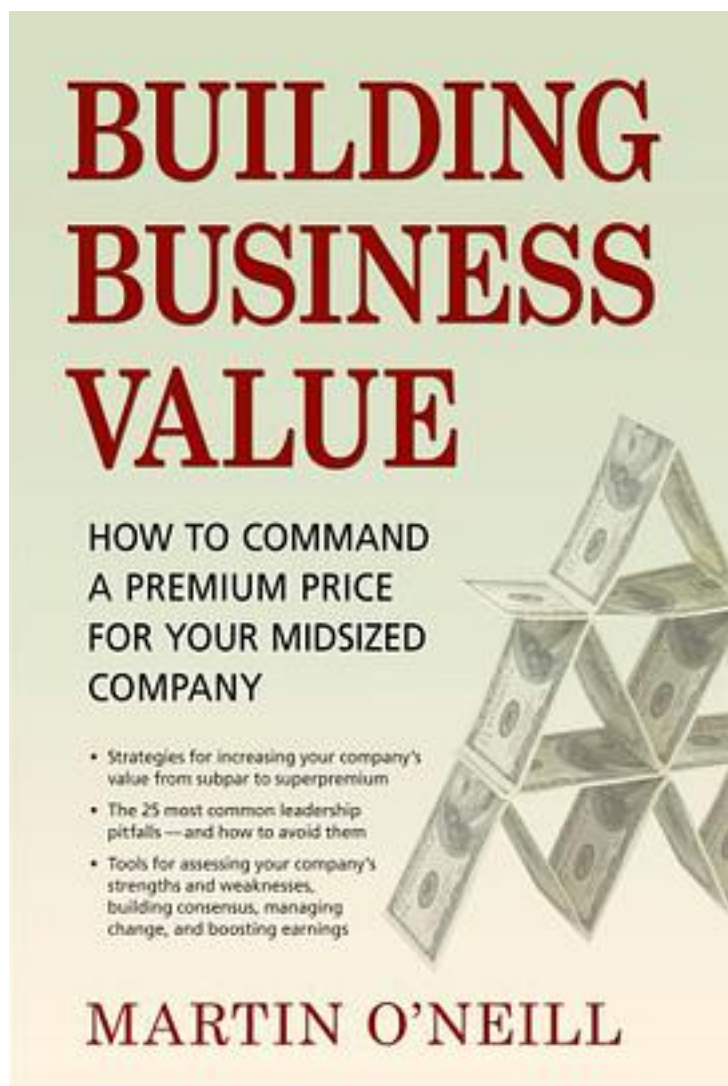


Building Business Value



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出版者:

出版时间:2009-5

装帧:

isbn:9780982056905

Most companies sell at subpar to par value, meaning their ultimate value is somewhere between three to five times their earnings. But some attain a superpremium value of nine to ten times new earnings-or even more. Why are some companies worth a superpremium price while others aren't? In Building Business Value, Martin O'Neill shows executives how to focus a leadership team on the challenge of building value over the long haul, so when it comes time to exit, their company can ask for - and get - that superpremium price.

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