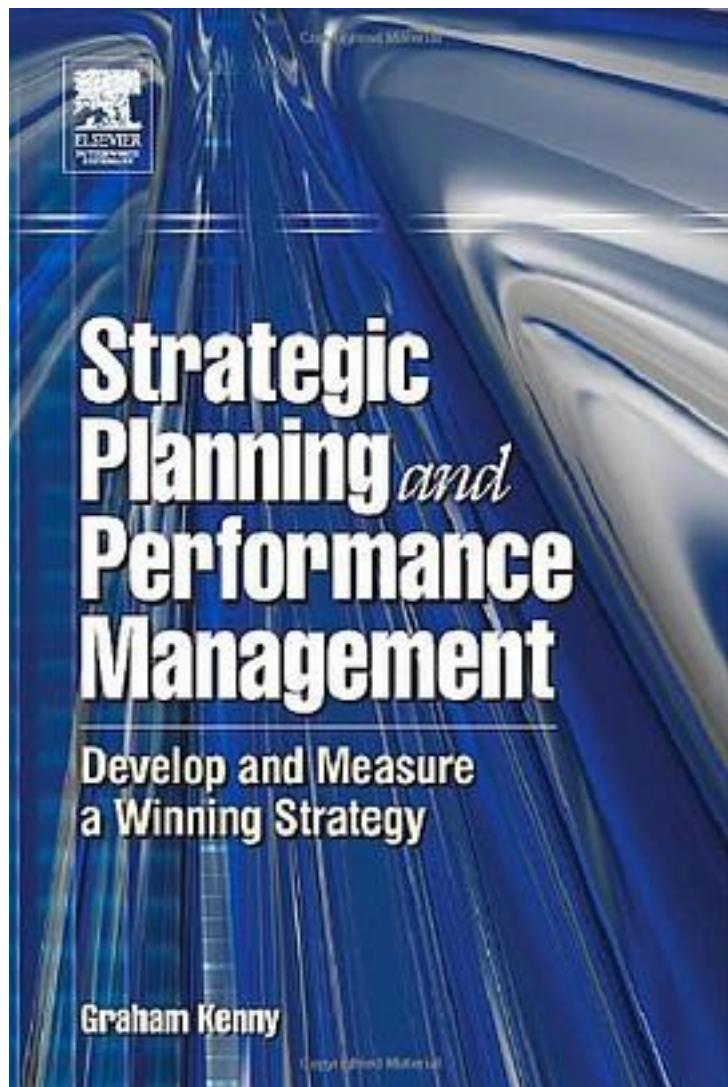


Strategic Planning and Performance Management



[Strategic Planning and Performance Management 下载链接1](#)

著者:Kenny, Graham

出版者:

出版时间:2005-1

装帧:

isbn:9780750663830

"Strategic Planning and Performance Measurement: Develop & Measure a Winning Strategy", provides a clear and concise roadmap for designing, implementing and measuring strategy. The focus is on strategic factors, which are defined in a unique way as the criteria on which an organization or business unit has to do well in order to succeed. For organizations to be successful, they must take a stakeholder perspective of their performance - stakeholders such as customers, suppliers, employees and owners. The book cites many case studies including: 7-Eleven, Roche, K-mart, McDonald's, Levi Strauss, Accor Hotels, Gallo Wines, Daimler Chrysler, Sears Roebuck, Mont Blanc, Tag Heuer, Lexus, Semco, Bright Horizons, Burns Philp, Scania Trucks and British Airways. This book provides a quantum leap forward in improving organizational performance. Management practitioners across the globe will find immediate and practical applications of its methods. "Strategic Planning and Performance Management: Develop & Measure a Winning Strategy" shows how to: make strategic management simple yet highly effective; integrate strategic analysis, strategy formulation and performance measurement; compete in three ways - Scale, Scope and Structure and write these 3 S's of Strategy to gain a competitive edge; evaluate organization outcomes effectively; and, implement strategy and measurement throughout an organization.

作者介绍:

目录:

[Strategic Planning and Performance Management 下载链接1](#)

标签

评论

[Strategic Planning and Performance Management 下载链接1](#)

书评

[Strategic Planning and Performance Management 下载链接1](#)