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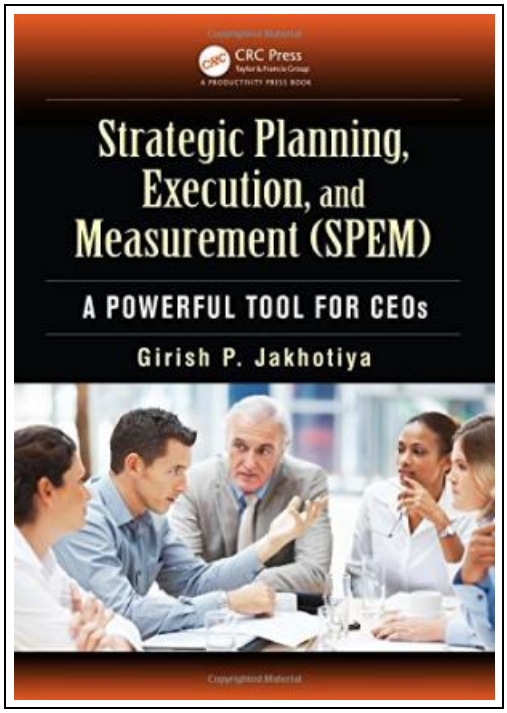

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Taylor Francis Inc, United States, 2013. Paperback. Condition: New. New.. Language: English . Brand New Book. Although there are countless books available on strategic management, there are few, if any, that supply practical coverage of strategic planning, execution, and measurement-until now. Considering the entire value chain, this book covers the complete process of strategic planning, execution, and measurement. Based on three decades of field-tested experience, Strategic Planning, Execution, and Measurement (SPEM): A Powerful Tool for CEOs provides both a consultant s view and an entrepreneurial approach to strategic planning, execution, and measurement. Walking you through the process, it begins by defining world-class status, visions, missions, business models, and value chains. Next, it discusses the two most important prerequisites of strategic planning and includes a questionnaire to help you evaluate operations, systems, and structure in your organization. The book provides a matrix of 25 parameters for assessing the status of your organization that can help to pinpoint the perceptional gaps between top executives and owners. It includes a strategy bank with 150 generic strategies in the five performance areas of business and identifies methods for monitoring strategy execution that provide early warning signals. It also introduces the Entrepreneurial Score Card, a tool for improving the impact of strategic planning and execution in your organization. Detailing the structure and preparation process for the strategic plan, the book illustrates the financial impact of strategy execution and explains the various financial monitoring parameters used in the performance cards of individual employees. It concludes by describing an entrepreneurial approach to strategic planning and with a comprehensive case study that illustrates the entire strategy formulation process and its conversion into an annual budget. This book is ideal for CEOs, CFOs, COOs, business owners, heads of business verticals, heads of corporate planning or strategy, functional heads, teachers,...

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