



Value Imperative: Managing for Superior Shareholder Returns

By James M. McTaggart

Free Press. Hardcover. Book Condition: New. Hardcover. 367 pages. Dimensions: 9.4in. x 6.4in. x 1.3in. Moving beyond the strategies that managers have employed to create shareholder value -- now the standard for business performance -- management experts James McTaggart, Peter Kontes, and Michael Mankins reveal their powerful new framework for the systematic, day-to-day management of shareholder value. The authors attack head-on the fundamental weaknesses in current management practices, namely, the stranglehold that budgeting has over strategic planning and the lack of imagination in management plans that prevents real changes and consequences. They provide a systematic approach to value based management that eliminates these weaknesses, offering proven strategies for managing large, complex companies to consistently produce superior results for stockholders. Building on more than 16 years of consulting experience with many of the largest and best-known companies in North America, Europe, and Australia, the authors delineate the fundamental principles of value creation, as well as the primary obstacles. Starting with the principle that cash flows drive value, McTaggart, Kontes, and Mankins show how to create a single governing objective that will enable managers to make decisions most likely to increase the company's competitive, organizational, and financial strength. Building on the objective of...



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This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better than never. I found out this book from my dad and i encouraged this pdf to find out.

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