



Value Based Management, Second Edition (Cima Professional Handbook)

Robert Scarlett

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Over the last 25 years a disparate body of management techniques has been developed which seeks to ensure that a business process creates the highest possible value for the owners of, and other stakeholders in, that process. The relevant techniques relate to performance evaluation, decision-making, strategy and organisation. The practical application of these techniques is known as 'value-based management'.

This text seeks to explore value-based management through a study of writings in newspapers, professional journals, academic publications, and technical manuals. Most writings included are extracts from longer publications or abridged versions of original articles.

- * Provides an overview of value-based management in a concise and accessible format
- * Incorporates case studies and journal articles alongside ground breaking research papers
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