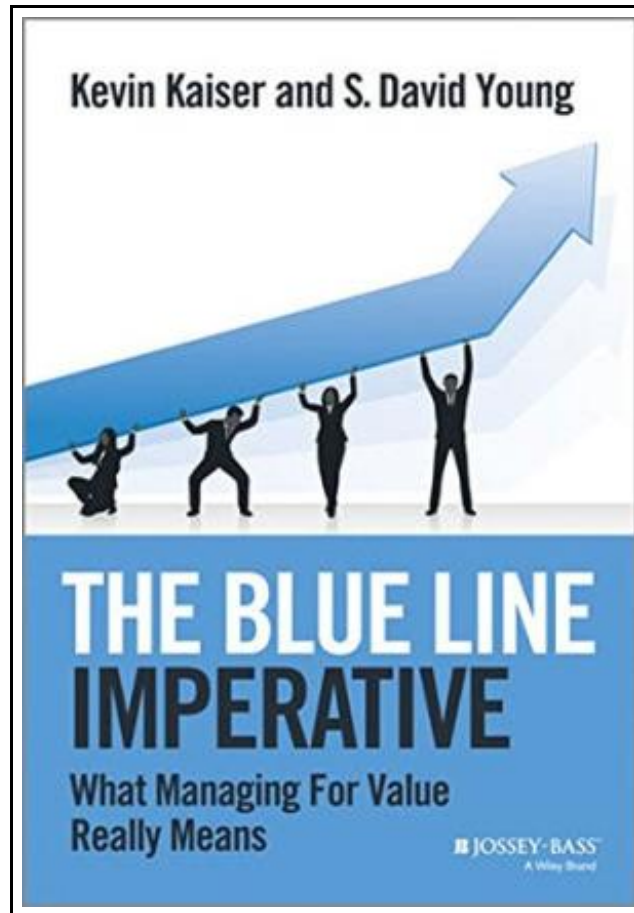


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Reviews

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(Dr. Barney Robel Jr.)

THE BLUE LINE IMPERATIVE: WHAT MANAGING FOR VALUE REALLY MEANS (HARDBACK)



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John Wiley Sons Inc, United States, 2013. Hardback. Book Condition: New. 250 x 174 mm. Language: English . Brand New Book. A groundbreaking guide to making profitable business decisions Do you wonder why your value initiatives aren t providing the payoff you d hoped for? Could it be because you ve been thinking about value all wrong? According to the authors of this groundbreaking guide, there s a very good chance that you have. Using examples from leading companies worldwide, they explain why every decision a company makes either creates value or detracts from it, and why, if they hope to survive and thrive in today s increasingly competitive global marketplace, company leaders must make value-creation the centrepiece of every business decision. Authors Kaiser and Young have dubbed this approach Blue-Line Management, (BLM), and in this entertaining, highly accessible book, they delineate BLM principles and practices and show you how to implement them in your company. * Explains why the failure to properly define and assess value often makes it difficult for the people who manage businesses to effect long-term success * Offers guidelines for making the satisfaction of customer needs and wants-i.e. value creation-the driver of all business activities * The authors are respected academics at INSEAD, the world s largest and most respected graduate business school, with campuses in Europe, Asia and the Middle East.

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