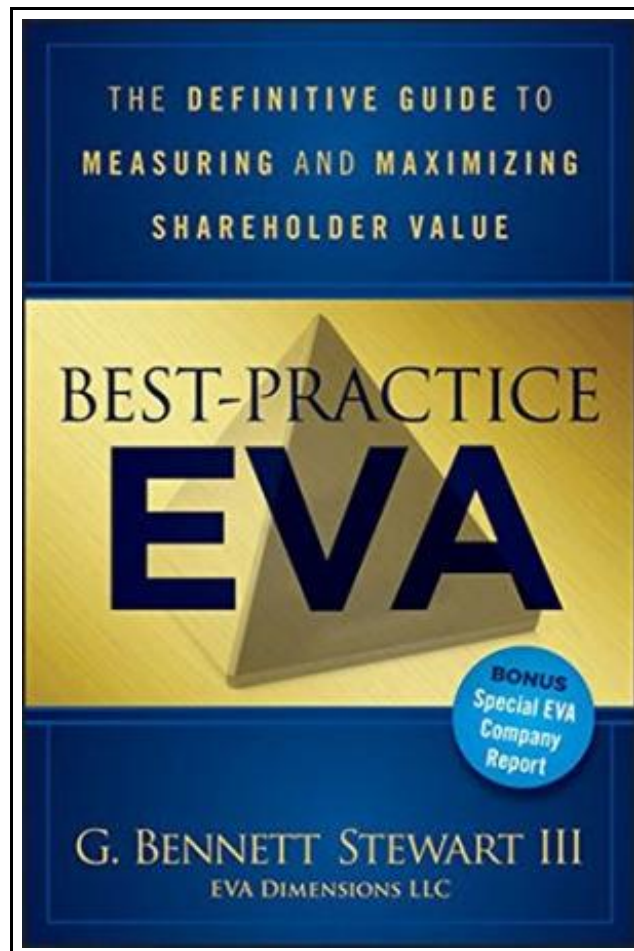# Best-Practice EVA: The Definitive Guide to Measuring and Maximizing Shareholder Value

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BEST-PRACTICE EVA: THE DEFINITIVE GUIDE TO MEASURING AND MAXIMIZING SHAREHOLDER VALUE

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Best-Practice EVA: The Definitive Guide to Measuring and Maximizing Shareholder Value, Bennett Stewart, Best-Practice EVA tells the new EVA story from the ground up. Stewart covers EVA essentials--the classic economic profit version of EVA--in the first three chapters of the book. He shows readers how simple and intuitive EVA really is, how it is defined, and why it is better than all other measures of corporate profit. You discover how it naturally guides managers into making all the right decisions--the ones that will truly maximize value. You see how to use it in profit-sharing bonus plans that create the powerful incentives of an owner. Later, Stewart introduces new ratios that make EVA much more powerful and much easier to use than ever before. The pinnacle of the new ratio framework is EVA Momentum, calculated by taking the change in EVA versus the prior period, and dividing by the revenues in the prior period. It measures the growth rate in EVA, scaled to the sales size of the business. It is the only corporate performance ratio where bigger always is better, because it gets bigger when EVA does, which means it should be every company's most important financial goal, the one ratio metric that everyone aims to maximize as the key measure of corporate success. Stewart then walks through the nuts and bolts of Best-Practice EVA, kicking off with an in-depth look at EVA Margin, or EVA as a percent of sales. It's a key productivity metric, and Stewart's candidate to replace ROI. The last link in the Best-Practice program is PRVit--the EVA market score report. Stewart shows how to read and interpret the report, how the score is determined, and why investors are turning to it to screen and...

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