



Transforming Corporate Performance: Measuring and Managing the Drivers of Business Success

Michael Milgate

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Drawing on the experiences of companies leading the field in performance measurement, Milgate pinpoints the significant developments that will drive performance measurement into the millennium. This book discards passing trends and focuses on providing in-depth, international coverage of the issues that count. It analyzes and evaluates new and emerging trends, approaches, models, and methodologies. Milgate explains how these techniques and processes work in practice and how they can add clear, bottom-line benefits to your organization.

In recent years, business performance measurement has altered beyond recognition. What used to guarantee success for leading companies now barely ensures average performance. Far too often, business performance measurement is a weakness, lacking focus and coherence. New sources of leverage have emerged and new approaches have been introduced. Only those companies that master the new techniques will reach the top of the league. To achieve a competitive edge, companies must reevaluate business performance, its measurement, and the final result. This book shows you how. Drawing on the experiences of companies leading the field in performance measurement, Milgate pinpoints the significant developments that will drive performance measurement into the millennium.

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