



# Essentials of Corporate Performance Measurement

*By George T. Friedlob, Lydia L. F. Schleifer, Franklin J. Plewa Jr.*

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Shows how managers can structure their activities and investment base to obtain the highest possible ROI.

- \* Examines essential concepts of ROI, including the advantages of using certain techniques and the limitations associated with them.
- \* Shows how to calculate and use EVA, MVA and other residual measures.
- \* Suggests procedures to evaluate ROIT and other high-tech investment options.
- \* Written in a user-friendly style with many real-world examples and best practices.

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#### **About the Author**

GEORGE T. FRIEDLOB, PhD, CPA, CMA, is Professor of Accountancy at the Clemson University School of Accounting and Legal Studies. He is a respected author and lecturer.

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FRANKLIN J. PLEWA Jr. is Professor of Accounting at Idaho State University. The recipient of honors and awards for both teaching and research, he is the author of many books and articles.

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