



Essentials of Corporate Performance Measurement

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

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Essentials of Corporate Performance Measurement By George T. Friedlob, Lydia L. F. Schleifer, Franklin J. Plewa Jr.

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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Editorial Review

From the Back Cover

ESSENTIALS OF CORPORATE PERFORMANCE MEASUREMENT

Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in corporate performance measurement.

"Surprisingly, many important decisions (capex, operational performance evaluations, etc.) in the 'real world' are based on whims, not facts. *Essentials of Corporate Performance Measurement* is an excellent review of measurements to help establish key corporate benchmarks and improve management decision-making."

-Terry D. Knouse, Partner, Deloitte & Touche LLP

"Friedlob's previous books covered their intended subject areas well and often include information not readily available from other business sources. This current book offers an interesting approach to measuring return on technology investment."

-Chris Dungan, JD, PhD, contributor to *The Accountant's Business Manual* (AICPA)

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About the Author

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