

## Translating strategy into shareholder value: a company-wide approach to value creation

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### Abstrak

Too often there are serious missed signals between a company's stated goals and the methods employed to try to reach them. Translating Strategy into Shareholder Value is a unique look at how the planning process relates to the achievement of shareholder value, and ways to ensure that the two directly complement each other. Using tools and a special case study to analyze past, present, and future performance, the book takes readers through a host of steps, including:

- \* Comparing existing strategy to the competition and the economy as a whole
- \* Analyzing productive capabilities and costs
- \* Bringing nonfinancial metrics to test how future strategy creates value
- \* Selecting the right analytical tool and looking at strategic solutions