

Managing by Measuring: How to Improve Your Organization's Performance Through Effective Benchmarking

By Mark T. Czarnecki

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This text argues that companies get the results they're striving for not by dictating vague, lofty goals but by setting specific, measurable objectives. The book then sets out to try and explain how to do it, from identifying effective measures to choosing measurement instruments, to applying measurement systems to a company's day-to-day operations. It also features practical guidelines, charts and diagrams, analysis and measuring tools, and examples and case studies.

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