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# BULLSEYE: HITTING YOUR STRATEGIC TARGETS THROUGH HIGH-IMPACT MEASUREMENT



Free Press. Paperback. Book Condition: New. Paperback. 220 pages. Dimensions: 9.4in. x 6.6in. x 0.5in. At last, in this book, the great paradox of measurement is resolved. According to the authors original -- and revealing -- research companies that manage by measurement outperform less disciplined competitors by an average three-year return on investment of 80 percent versus an average ROI of 45 percent. Yet few companies have put in place a disciplined approach for measuring the key nonfinancial, strategic performance areas...

## Read PDF Bullseye: Hitting Your Strategic Targets Through High-Impact Measurement

- Authored by William A. Schiemann
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