



Beyond the Numbers: How Leading Companies Measure and Drive Success

By W.L. Simon

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Beyond the Numbers: How Leading Companies Measure and Drive Success, W.L. Simon, Beyond the Numbers How Leading Companies Measure and Drive Success William L. Simon "This book stands at the intersection of management and money, the place where modern business fundamentals and current financial principles come together. Business managers have traditionally used accounting-based financials that looked backward, at the wake--showing where the organization had been; today, they are learning to use financials that look forward toward the horizon." --from the Preface Businesses can't afford to have a financial system which only measures its past. In order to build a successful company, you need a financial system that also shows you how to plan your company's future. This must-have book for executives, managers, analysts, and other stakeholders, will show you how to refine your current financials or thoroughly overhaul them. In Beyond the Numbers, you have the opportunity to profit from the experiences of CEOs and CFOs at market leading companies in a variety of industries. You will learn how to build a truly effective corporate financial system--one that: Ensures accurate financial reporting that emphasizes necessary details Educates key business...



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