



Key Performance Indicators (KPI): The 75 measures every manager needs to know (Financial Times Series)

Bernard Marr

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By identifying and describing the most powerful financial and non-financial KPIs, this book will make life easier for you by defining them, explaining how and when they should be used and providing a rich library of KPIs that have been proven to significantly improve performance.

The book presents case examples to illustrate the selection and use of the KPIs and provides tools such as KPI selection templates and Key Performance Questions to help you apply the most appropriate KPIs effectively in your business.

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