

# Essentials Of Corporate Performance Measurement

by G. Thomas Friedlob; Lydia L. F Schleifer ; Franklin James Plewa

Preface -- Acknowledgments -- The importance of return on investment: ROI -- Using ROI to analyze performance -- ROI and decision making -- Variations of ROI . Essentials of Corporate Performance Measurement George T. Friedlob/ Lydia L. F. in Books, Comics & Magazines, Non-Fiction, Business, Economics & Industry Essentials of corporate performance measurement . - SearchWorks Books: Essentials of Corporate Performance Measurement . Essentials of Corporate Performance Measurement - George T . Essentials of Corporate Performance Measurement by George Thomas Friedlob, Lydia L F Schleifer, Franklin J Plewa, Jr., ISBN 9780471203759. Essentials of corporate performance measurement / George T . Title, Essentials of corporate performance Measurement. Edition. Account No, 8667. Call Number, 158.33 FRE. ISBN/ISSN, 0-471-20375-0. Author(s), Friedlob Amazon.com: Essentials of Corporate Performance Measurement Essentials of corporate performance measurement [electronic resource]. Author/Creator: Friedlob, G. Thomas. Language: English. Imprint: New York : Wiley, Essentials of Corporate Performance Measurement » Vector .

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