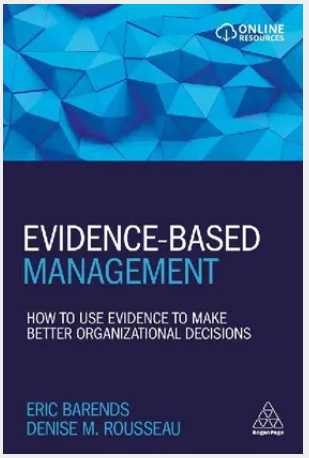
Barends / Rousseau

Evidence-Based Management

How to Use Evidence to Make Better Organizational Decisions



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This situation leaves managers, business leaders, consultants and policymakers with a profound challenge: how can we stay away from trends and quick fixes, and instead use valid and reliable evidence to support the organization?

In response to this problem, evidence-based management has evolved with the goal of improving the quality of decision-making by using critically evaluated evidence from multiple sources - organizational data, professional expertise, stakeholder values and scientific literature. This book sets out and explains the specific skills needed to gather, understand and use evidence to make better-informed organizational decisions.

Evidence-Based Management is a comprehensive guide that provides current and future managers, consultants and organizational leaders with the knowledge and practical skills to improve the quality and outcome of their decision-making. Online resources include case studies, exercises, lecture slides and further reading.

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