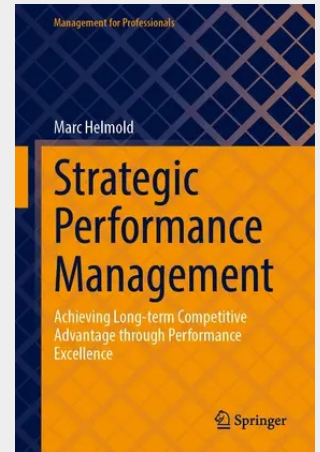


Strategic Performance Management

Achieving Long-term Competitive Advantage through Performance Excellence

Fierce competition in many industries, megatrends, the COVID-19 pandemic, the ongoing globalisation and the permanent liberalisation of markets have changed the face of economies and businesses drastically. Companies must establish suitable and long-term strategies and performance criteria in order to survive in this dynamic and hostile environment. This book provides a holistic and practical approach to strategic performance management. It combines all functions of the value chain and contains best practices in performance. The author demonstrates how new paradigms enable companies to concentrate on value-adding activities and processes to achieve a long-term sustainable and competitive advantage. The book contains a variety of best practices, industry examples and case studies. Focusing on best-in-class examples, the book offers the ideal guide for any enterprise to achieve a competitive advantage across all business functions focusing on value-adding activities.

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