

## Shareholder Value: Key to Corporate Development (Best of Long Range Planning Series - First Series)

From Emerald Group Publishing



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Hardbound. The 10th volume in the Best of Long Range Planning Series focuses on the role of shareholder value as a key tool to evaluating strategic options. Within limits the concept has an essential part to play in strategic management. However, the authors argue that it should not be the only approach used as customer focus and employee development are also crucial. By learning the lessons propounded in this volume, companies can avoid inappropriate predation, generate attractive returns for shareholders and provide a sound platform from which to launch and sustain successful customer driven strategies and lasting competitive advantage.



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Shareholder Value: Key to Corporate Development (Best of Long Range Planning Series - First Series) From Emerald Group Publishing Bibliography

Sales Rank: #7817375 in BooksPublished on: 1993-04-01Original language: English

• Number of items: 1

• Dimensions: 10.80" h x .60" w x 8.30" l, 1.30 pounds

• Binding: Hardcover

• 132 pages

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