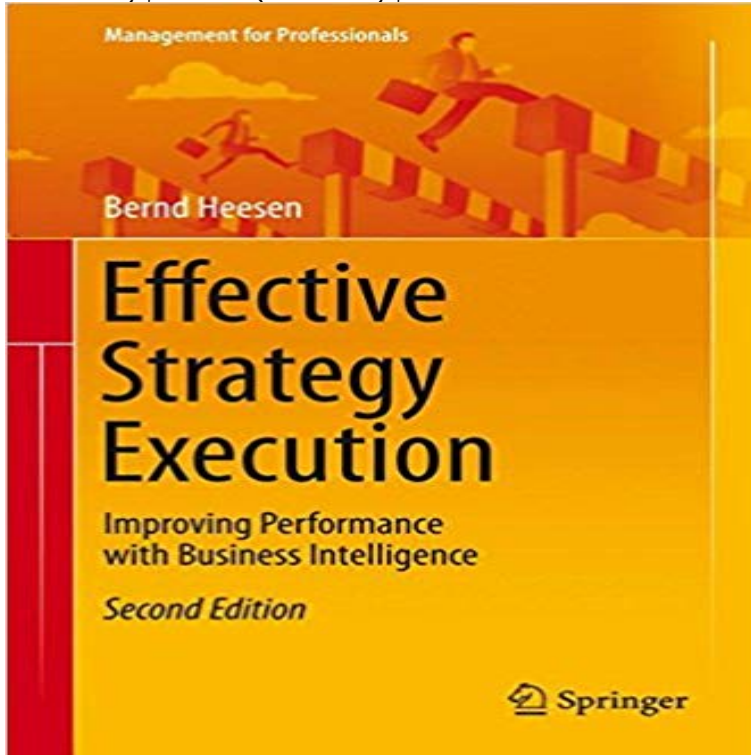


Effective Strategy Execution: Improving Performance with Business Intelligence (Management for Professionals)



This book demonstrates how an improved strategic management approach, leveraging established management concepts in conjunction with the innovative technology solutions offered by business intelligence, can lead to better performance. It presents the three main barriers to effective strategy execution and explains how they can be overcome. Creating a shared understanding of the strategy at all levels of the organization using a Value Scorecard™ and following the Strategic Alignment Process™ allow organizations to measure and monitor performance. Strategic Alignment Remote Control™ is presented as the ultimate tool for managers to remain in control of their business. Seven case studies from different industries across the globe provide examples of how the organizational performance can be improved. They include companies like Daimler, Tetra-Pak, Würth, Germany's Federal Employment Agency, the city of Aix-Les-Bains, and Giesecke & Devrient. Additional examples from organizations like Disney, Marriott, Volkswagen, Avis, FedEx, and Harrah's help to demonstrate how applying the concepts introduced adds unique value. The second edition of this book has been updated and improved. Additionally it includes a separate section on decision-making under uncertainty and the results of a survey on the adoption of business intelligence.

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