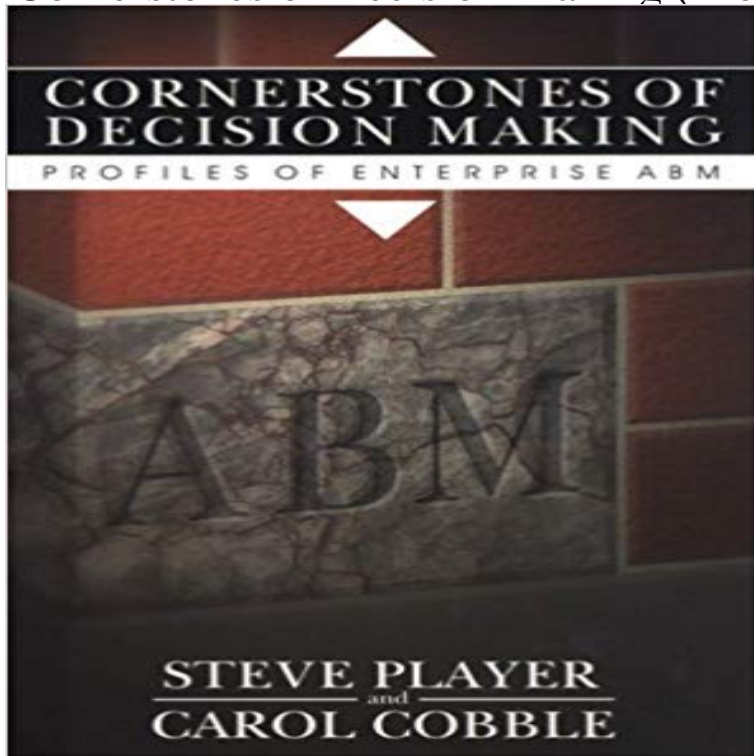


Cornerstones of Decision Making (Profiles of Enterprise ABM)



CORNERSTONES OF DECISION MAKING is a landmark book on enterprise-wide activity-based management (ABM); it highlights international case studies on how ABM has been implemented on an enterprise-wide basis. Beginning with the history of ABM, the book uses the foundations of ABM to explain its current reach. The book documents the results being achieved by ABM as technology advances have enabled its success. CORNERSTONES OF DECISION MAKING will help readers understand how organizations are using ABM throughout their operations to dramatically improve results. It goes beyond initial pilots and simple one-time analyses to show the reader how ABM can be used throughout an enterprise. Case studies from leading-edge companies around the globe anchor the book. These insightful stories report the front-line view of the ABM team members and key company executives who are making enterprise-wide ABM a reality. The case studies span not only several continents, but also industry segments and market size. Companies profiled include: American Seating, AscoForge Safe, Blue Cross/Blue Shield of North Carolina, Central and South West Corporation, DHL, GTE Supply, John Deere Health Care, Inc., Portugal Telecom, Shiloh Industries, Inc., The Mutual Group, Transco, and Warner-Lambert, S.A. CORNERSTONES OF DECISION MAKING discusses the migration from stand-alone PC to enterprise-wide systems. Today's enterprise-wide ABM systems are multi-location, ongoing systems being used by multiple levels of management and encompassing all functions of the company. They are used for both strategic and operational purposes, focusing on cost effectively providing the information needed to solve critical business issues. Enterprise-wide systems are still evolving

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