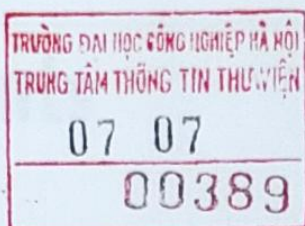


ESSENTIALS

of **Corporate
Performance
Measurement**

- **Demonstrates usage of ROI, EVA, MVA, and other metrics**
- **Outlines benefits of measures and common pitfalls**
- **Discusses management of multiple performance measures**
- **Explains procedures to evaluate return on information technology (ROIT) projects**

**George T. Friedlob
Lydia L. F. Schleifer
Franklin J. Plewa Jr.**



ESSENTIALS

of Corporate Performance Measurement

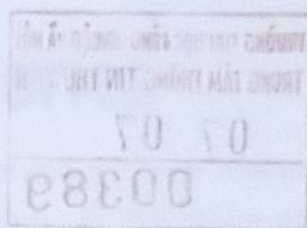
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