



## Key Performance Indicators For Dummies

By Bernard Marr

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Key Performance Indicators For Dummies, Bernard Marr, A complete guide to using KPIs to drive organisational performance Is your business on track to achieve success? Key Performance Indicators For Dummies covers the essential KPIs that are useful to all kinds of businesses, and includes more than 100 different ways leaders can monitor and drive performance in their organisations. This book helps managers understand the crucial KPIs that should be implemented for all different aspects of the organisation, including financial performance, operational and internal processes, sales and marketing, customer satisfaction and more. Good KPIs should be unique to every business, as every business has different objectives. To meet this need, the book provides tools and templates that leaders can use to develop unique KPIs that best suit their particular organisation or industry. \* Learn to design KPIs that are unique to your business and fit closely to your strategic objectives \* Determine which KPI questions you should be asking to achieve the right insights for your business \* Learn the specific KPIs that are appropriate for different business circumstances \* Turn KPIs into deep insights by mastering related reporting and communications practices KPIs are a crucial part of every manager's toolkit, and are essential for helping to...



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