



The Stakeholder Balance Sheet: Profiting from Really Understanding Your Market (Hardback)

By Farrokh Suntook, John A. Murphy

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. New. 230 x 152 mm. Language: English . Brand New Book. This book provides an as yet unavailable tool, the Stakeholder Balance Sheet, enabling managers within any organisation to unlock the DNA of the market place in which they operate and to measure their effectiveness in understanding their markets and all the key stakeholders operating within them. This simple tool provides self-testing checklists at the end of each chapter that enables managers to look at stakeholder-sensitive issues in the same way that they might scrutinise financial statements (hence it will not seem alien to most managers). A review of how well your organisation has fared on the questions will tell you how healthy your balance sheet is in relation to the topic of each chapter, and it will provide you with the basis for an overall enterprise balance sheet that aggregates the scores you have achieved in each topic area. Lessons to learn from application of the Stakeholder Balance Sheet are: What appropriate tools are still required to enhance their understanding of the market place, and how these should be utilised How to maximise commercial success through understanding...



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