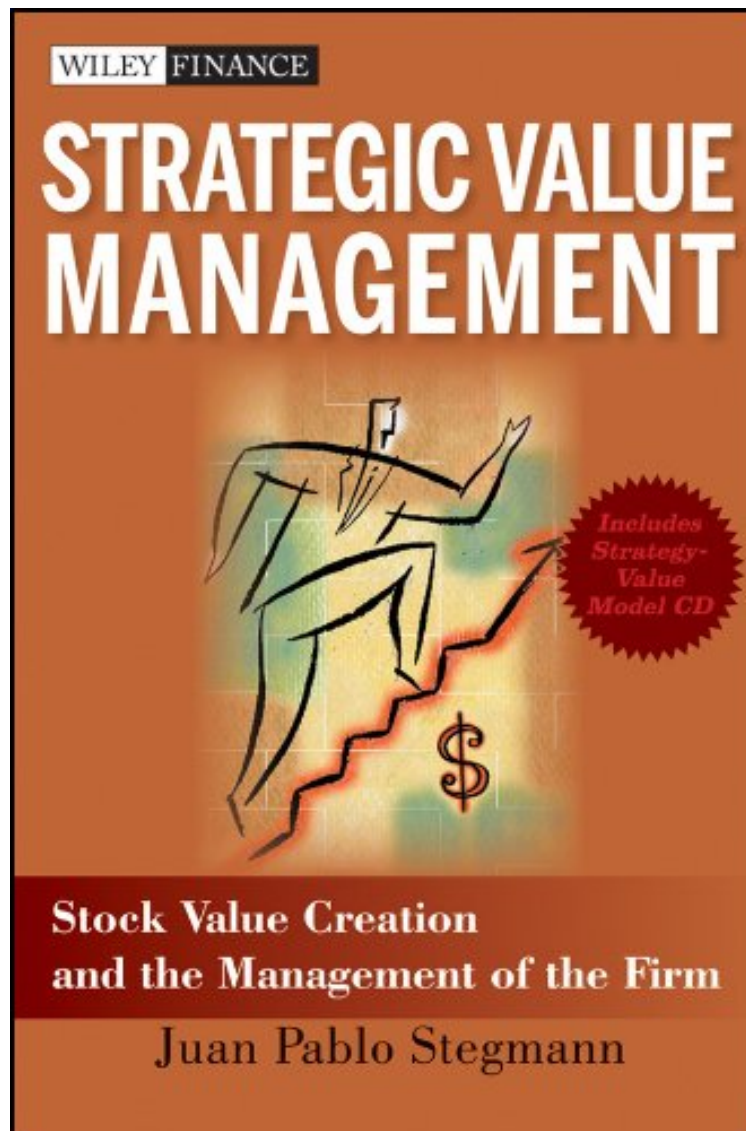


(Free read ebook) Strategic Value Management: Stock Value Creation and the Management of the Firm (Wiley Finance)

Strategic Value Management: Stock Value Creation and the Management of the Firm (Wiley Finance)

Juan Pablo Stegmann

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Juan Pablo Stegmann : Strategic Value Management: Stock Value Creation and the Management of the Firm (Wiley Finance) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Value Management: Stock Value Creation and the Management of the Firm (Wiley Finance):

0 of 1 people found the following review helpful. Five Stars By Nanam This is a must read for management students.

Innovative strategic management solutions for today's market Strategic Value Management addresses common problems among business managers and other professionals involved in thinking about developing and managing organizations. In it, author Juan Pablo Stegmann integrates all strategic management and business strategy into an innovative standard that introduces key metrics to strategic management and stock value creation. He argues that most complex business issues can be reduced to the three dimensions of stock value creation—profits, sales growth, and capital—that are linked to three critical strategic management decisions—competition, innovation, and resources. His new approach indicates that every strategy has a clear dollar metric, which can measure its consequences of the strategies in terms of stock value. Competitive and growth strategies are analyzed along with economic, financial, dynamic, and contingent approaches. Includes a companion CD-ROM, which contains Stegmann's proven model for strategic management and stock value creation. Ethical consequences of strategic decisions are introduced—showing how ethics are linked to long-term stock value creation. Explains the roots of the current financial crisis by examining the link between the financial world and strategic management, and proposes possible solutions. For any looking to enhance their understanding of this discipline, Strategic Value Management offers a new conceptual model for thinking about business strategy and its link to stock value creation.

From the Inside Flap What if you were offered a new way to examine strategic management and business strategy, as well as a new way to integrate the existing theory under a new model? In recent decades, an amazing number of strategic management theories and models have been produced, but none that can synthesize all the existing theories—until now. Offering an innovative strategic management solution for today's market, Strategic Value Management addresses common problems among business managers and other professionals involved in thinking about developing and managing organizations. Here, author Juan Pablo Stegmann introduces the strategy-value model, a revolutionary paradigm that streamlines strategic management and business strategy with stock value creation. Created by the author while working with McKinsey Company on a strategic management/stock value creation problem for a large telephone and media conglomerate, Stegmann's unique strategy-value model integrates all strategic management and business strategy into a new standard that introduces key metrics to strategic management and stock value creation. This original approach asserts that every strategy has a key dollar metric and proves that most complex business issues can be reduced to the three dimensions of stock value creation—profits, sales growth, and capital—and linked to three critical strategic management decisions: competition, innovation, and resources. Proposing a comprehensive integration of thinking aimed at creating awareness of the full effects of managerial decisions, Strategic Value Management explores: How metrics help to apply critical thinking in strategic management Strategic planning and control, both the process and the final document How to build strategies with the goal of stock value creation Competitive strategies within industrial economics, and game theory How strategic management can be applied to non-business institutions The tools you need to develop organizational knowledge A new methodology to assess the firm's strengths, weaknesses, opportunities, and threats Why strategic management and business ethics are inextricably connected With Stegmann's proven strategy-value model, you will be able to incorporate most advanced theories in a couple of hours and reduce complex business cases into dynamic one-page summaries that link strategies with stock value creation. Creating a straightforward and insightful new conceptual model for thinking about business strategy and its link to stock value creation, Strategic Value Management simplifies and modernizes strategic management by integrating disciplines such as industrial economics, game theory, transaction costs economics, agency theory, the resource view of the firm, knowledge management, and intellectual capital, so that the entire organization can develop unique resources toward the ultimate goal of higher stock value creation. From the Back Cover Praise for STRATEGIC VALUE MANAGEMENT "Juan Pablo Stegmann, with his impressive experiences from many different environments and cultures, is presenting here a very pragmatic and insightful strategy value model. The book addresses the very important issue of creating and not destroying stock market value. The author is integrating in a very pedagogical way many theory models for strategic value creation. He is presenting now a very comprehensive model for managing, especially organizational knowledge and intellectual capital. He presents very interesting metrics and quantification for strategic knowledge navigation of approaches for market power and innovation. It ends with a very interesting systematized introduction to ethical aspects of value creation. The book hereby offers an essential contribution to a deeper understanding of where and how to create stock value based on intellectual capital, and I strongly recommend it for reading as well as application." —Leif Edvinsson, author of Corporate Longitude: What You Need to Know to Navigate the Knowledge Economy and co-author of Intellectual Capital: Realizing Your Company's True Value by Finding its Hidden Brainpower, British Brain Trust Brain of the Year (1998) "A wonderful resource for anyone who wants to succeed at creating lasting value while living at the same time a life of integrity, purpose, and passion." —Claudio Fernandez-Araoz, author of Great People Decisions "Juan Pablo Stegmann presents a pragmatic strategic model for creating stock market value. He cleverly integrates mainstream theory models for strategic value creation and presents a comprehensive model for managing organizational knowledge and intellectual capital. He addresses issues of market power and innovation and introduces in a timely manner ethical aspects of value creation. Stegmann's book is a highly recommended reading of applications of a well-

considered theory."mdash;Adel I. El-Ansary, Donna L. Harper Professor of Business, Coggin College of Business, University of North FloridaAbout the AuthorJuan Pablo Stegmann has a unique, integrative international business and academic background. With two PhDs and two master's degrees in economics, finance, business strategy, and engineering, he has held senior positions in almost any area of the organization, and some specifically integrating areas such as general management, investment and commercial banking, finance, and strategic and knowledge management at leading multinational firms such as Citibank, Bank of America, N. M. Rothschild (UK), and Telefonica. He has also worked with leading consulting firms such as McKinsey, Boston Consulting, A. T. Kearney, Booz Allen, and others.