



25 Need-To-Know Key Performance Indicators

By *Bernard Marr*



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Includes 10 handy do's and don'ts of using KPIs

- Want to measure the performance of your people and your business?
- Need a quick overview of the most useful KPIs and how to use them?
- Only want what you *need* to know, rather than reams of theory?

With the critical Key Performance Indicators required to understand your employees, financials and customers, this book tells you what you need to know, fast.

'This book does a fantastic job of narrowing down the best KPIs for you and your team. It's short, sharp and incredibly useful.'

--Thomas H. Davenport, Distinguished Professor at Babson College and author of *BigData@Work*

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25 Need-To-Know Key Performance Indicators By *Bernard Marr* Bibliography

- Sales Rank: #352867 in Books
- Published on: 2014-10-16
- Original language: English
- Number of items: 1
- Dimensions: 8.40" h x .70" w x 5.40" l, .63 pounds
- Binding: Paperback
- 224 pages



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Editorial Review

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About the Author

Bernard Marr is a leading global authority and best-selling author on organisational performance and business success. He regularly advises leading companies, organisations and governments across the globe, making him an acclaimed and award-winning keynote speaker, researcher, consultant and teacher. He is acknowledged by the *CEO Journal* as one of today's leading business brains.

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