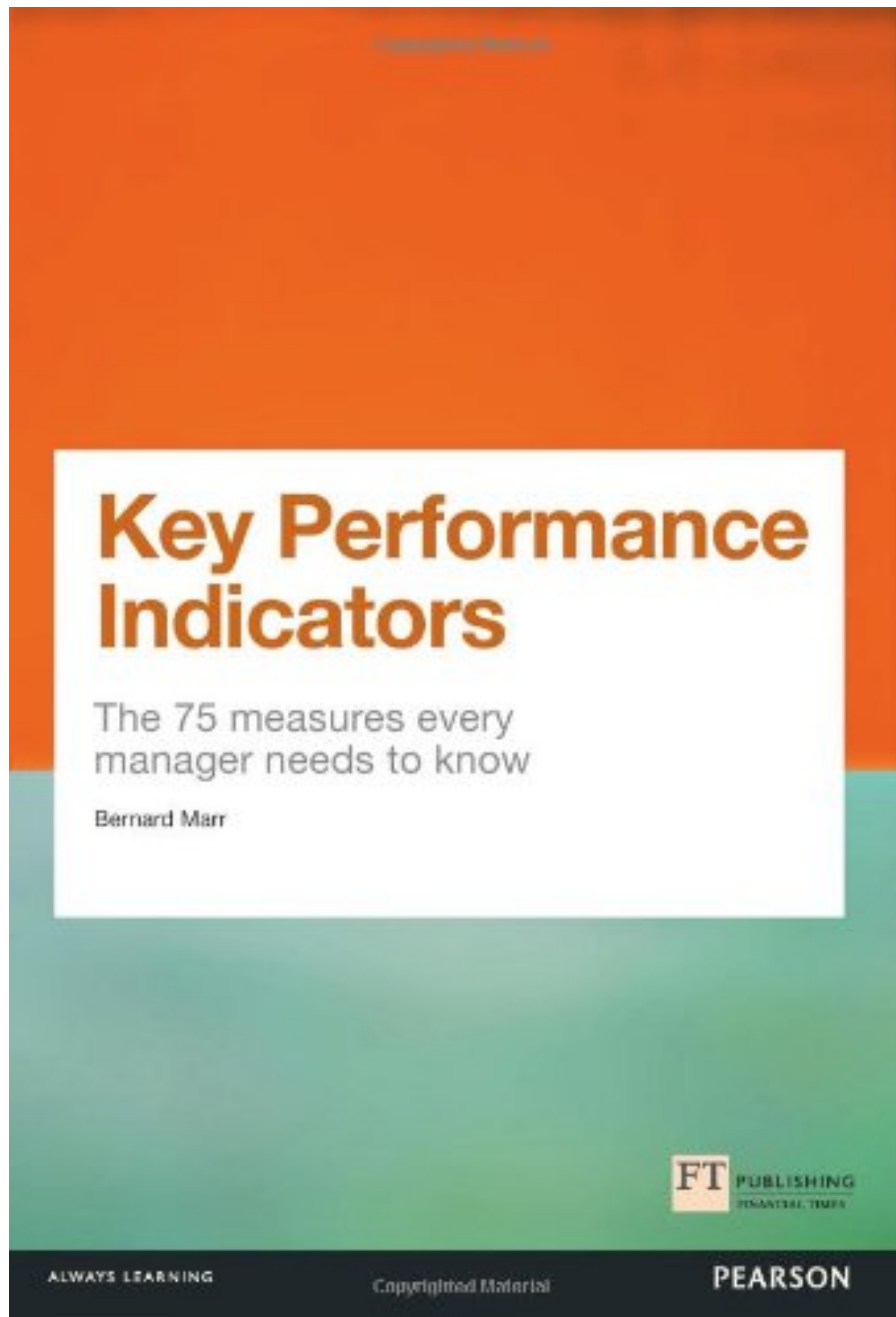


KEY PERFORMANCE INDICATORS (KPI): THE 75 MEASURES EVERY MANAGER NEEDS TO KNOW (FINANCIAL TIMES SERIES) BY BERNARD MARR



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Review

“Marr delivers a must-read book for anyone in business. It will help you focus on the metrics that really matter” Gerry Pimm, Strategy, Planning & Performance Manager, Citizens Advice

“Bernard Marr’s book is an incredibly valuable resource for any manager. Extremely clear, concise, and most importantly immensely practical.” Dean R. Spitzer PhD, author of Transforming Performance Measurement.

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Key Performance Indicators cuts straight to the 75 + KPIs that matter. It explains what key performance indicators are, gives you short overviews of each metric and describes how to use the measure effectively. There are worked examples throughout which will equip you with the skills to understand, assess and

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About the Author

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By identifying and describing the most powerful financial and non-financial KPIs, this book will make life easier for you by defining them, explaining how and when they should be used and providing a rich library of KPIs that have been proven to significantly improve performance.

The book presents case examples to illustrate the selection and use of the KPIs and provides tools such as KPI selection templates and Key Performance Questions to help you apply the most appropriate KPIs effectively in your business.

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Extremely useful by anyone in business and most consultants

By Maria K. Todd

Bernard,

You are an angel for what you did with this book! It is exactly what we needed. The book is clearly explained, magnificently formatted, and for me, 1000% useful page after page!

I love the sections, from financial things every MS Fin can quote in their sleep (but not the rest of us) to customer perspectives and sales and marketing KPIs (for those with marketing and advertising needs). So often, these are overlooked or ignored. Then it moves to operational and process and supply/waste mitigation (very useful for those of you planning on achieving the new ISO 9001:2015 certification) to Employee perspectives (important for OD practitioners and branding consultants) and finally to corporate and social responsibility and sustainability (so that you don't get accused of quoting the trendy "blah blah de jour" without facts to back up your claims.

I hope Bernard will write a sequel with another 75 KPIs!

1 of 1 people found the following review helpful.

Practical guide to understand how to implement KPIs.

By Heimo Hanninen

A good introduction and practical case studies on "How to" implement KPIs. KPI is as good as it is able to measure and repeat the measurement. eCom related KPIs are more difficult to design, but this book gives a set of practical yardsticks. KPIs are often mystified - to my mind - they should be simple enough to understand and easy to implement - otherwise becomes KPG = Key Performance Guesstimation.

3 of 4 people found the following review helpful.

Useful startup tool;

By Aaron Wilkinson

I expected a little more from the book, but it is a good introductory text into KPI's - use and understanding

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