



Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics

(Wiley and SAS Business Series)

Gary Cokins

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Praise for *Praise for Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics*

"A highly accessible collection of essays on contemporary thinking in performance management. Readers will get excellent overviews on the Balanced Scorecard, strategy maps, incentives, management accounting, activity-based costing, customer lifetime value, and sustainable shareholder value creation."

—**Robert S. Kaplan**, Harvard Business School; coauthor of *The Balanced Scorecard: Translating Strategy into Action*, *The Execution Premium*, and many other books

"Gary Cokins demonstrates in this book that performance management is not a mysterious black art, but a structured, process-oriented discipline. If you want your performance management system to be a smoothly running analytical machine, read and apply the ideas in this book—it's all you need."

—**Thomas H. Davenport**, President's Distinguished Professor of Information Technology and Management, Babson College; coauthor of *Competing on Analytics: The New Science of Winning*

"Drawing on a deep reservoir of knowledge and experience gained from hundreds of customer engagements around the world, Gary Cokins offers an authoritative examination of the major dimensions of performance management. Cokins not only paints a rich and textured view of the major principles and concepts driving performance management implementations, he offers a nuanced look at the important subtleties that can spell the difference between success and failure. This is an informative and enjoyable text to read!"

—**Wayne Eckerson**, Director of Research, The Data Warehouse Institute (TDWI); author of *Performance Dashboards: Measuring, Monitoring, and Managing Your Business*

"[In this] very insightful book, the view of an integrated performance management framework with a goal to link various operational activities with business strategy is an excellent approach to manage and improve business. Gary's explanation of risk-based performance management, for providing the capability to achieve long-term objectives with reliably calculated risks, is definitely thought provoking."

—**Srini Pallia**, Global Head and Vice President of Business Technology Services, Wipro Technologies, Bangalore, India

"Gary Cokins is clearly one of the world's thought leaders in the area of performance management, and the need for integrated performance management, improvement and execution is clearly at a premium in these challenging economic times. This book is a must read for CEOs, CFOs, and management accountants around the globe seeking higher levels of sustainable business performance for their stakeholders."

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