



Key Performance Indicators (KPI): The 75 measures every manager needs to know (Financial Times Series)

By Bernard Marr



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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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Editorial Review

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***.

From the Back Cover

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Performance indicators are essential tools which will tell you if your business is on target or veering off course. Using the right indicators will help you deliver the right results.

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 interpret the most important aspects of any business.

From net profit margin, to customer satisfaction through to brand equity, six sigma and employee engagement, the book gives you all the essential performance indicators.

A practical guide to the most powerful financial and non-financial performance indicators vital for every business.

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. Bernard has written a number of seminal books and over 200 high profile reports and articles on managing organisational performance.

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