

*Corporate Value Creation An Operations Framework For  
Nonfinancial Managers Wiley Corporate F A*







### **Corporate Value Creation An Operations**

A detailed crash course in business management for value creation. Corporate Value Creation provides an operations framework that management can use to optimize the impact decisions have on creating value by growing revenue and profitability. Designed to assist professionals without a strong business or financial education, this book provides a thorough understanding of the qualitative and ...

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Corporate value creation and drivers. Operating assets take two forms: Assets-in-place (include the land, buildings, machines, and inventory that the firm uses in its operations to produce products and services) Growth options refer to opportunities the firm has to increase sales. They include opportunities arising from R&D expenditures, customer relationships, and the like.

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Both Maersk Group and PulteGroup are examples of companies that used a focus on value creation to jump-start a far-reaching organizational and business transformation. Such a focus can be an extremely useful lens for determining whether transformation is necessary, creating a sense of urgency, and then organizing a company's efforts.

### **Value Creation and Transformation - BCG**

Measuring operations value. Similarly, in companies for which the priority is operational excellence

(understood as quality and productivity of processes), the business value from IT will be measured in terms of key performance indicators (KPIs) at the process level.

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