



How Leaders Build Value: Using People, Organization, and Other Intangibles to Get Bottom-Line Results (Paperback)

By Dave Ulrich, Norm Smallwood

John Wiley and Sons Ltd, United States, 2006. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. How to use intangibles to increase the value of your business Originally published under the title Why the Bottom Line Isn't, this revised and updated edition shows business leaders how to build long-term value through assets not accounted for on the company's financial statements. Through leadership, service, corporate culture, and the ability to attract top talent, businesses can create real, measurable value that goes beyond simple bottom-line numbers. Based on research drawn from human resources, finance, IT, and leadership, How Leaders Build Value offers ideas and actions that leaders at any level, in any function, can use to increase their organization's overall value. Every chapter presents an intangible asset as a concept, then provides examples and tools that help leaders develop the asset and communicate its value to shareholders, employees, and other parties. No matter what kind of organization you operate, remarkable things happen when you build value through intangibles. Employees will be more committed, customers and investors more engaged, confident, and numerous. For those who want to impact the long-term value of their organizations, How Leaders Build...



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