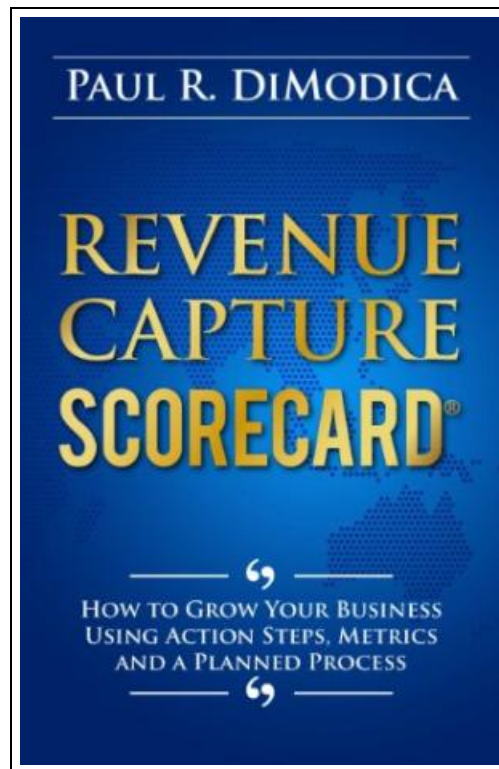


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(Michale Beier I)

REVENUE CAPTURE SCORECARD: HOW TO GROW YOUR BUSINESS USING ACTION STEPS, METRICS AND A PLANNED PROCESS



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Johnson Hunter, United States, 2014. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book ***** Print on Demand *****.Prior to forming his own companies, Paul DiModica was Vice President of Strategic Development for Renaissance Worldwide, a public company headquartered in Boston, Massachusetts. Renaissance was originally called The Registry, Inc., which purchased the consulting firm Renaissance Solutions Inc., owned by David Norton. Norton co-authored the book The Balanced Scorecard with Robert Kaplan. After observing the Balanced Scorecard s original practice, he identified what he believes is an operational gap in its design and ultimate deployment. What he discovered was that the Balanced Scorecard is a strong management tool for large multi-national companies, such as Ford, IBM, American Express, and others that have well-established and mature business success models, revenue growth year over year that is incremental, and a corporate financial momentum that is solidified. Although he recommends the Balanced Scorecard concept to any company that is comfortable with its business model being mature and is looking to build a business process that is focused on operational and systems excellence only-based on his observations, the Balanced Scorecard process holds back the agility and ability of small- to medium-sized businesses and large company divisions to adjust their business strategy as needed. The Revenue Capture Scorecard is different. Whereas the Balanced Scorecard process is a pre-Internet approach, the Revenue Capture Scorecard is a post-Internet business agility tool focused on building a buyer strategy that is linked to revenue capture success. It aligns sales, marketing, strategy, and financial management simultaneously into a planned, outbound, revenue-capture process that can help you adjust your business model as needed to proactively make quick decisions. If you want to be or currently are a growth-directed company, then the Revenue Capture Scorecard is a great..

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