



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

*Gary Cokins*

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—**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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