

Successfully Integrate Corporate Performance Management Methods for Results!

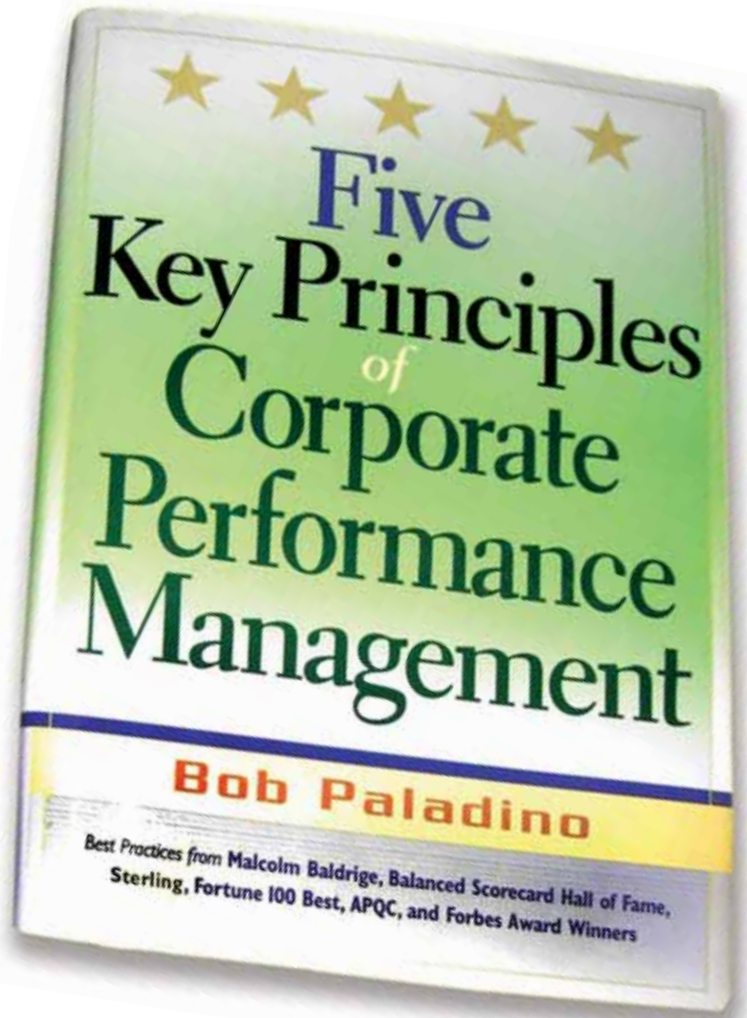
Five Key Principles of Corporate Performance Management not only chronicles innovative best practices from award winning company executives, but also brings you a proven implementation model that has accelerated breakthrough results. Learn new techniques common to Malcolm Baldrige, Balanced Scorecard Hall of Fame, Sterling Quality, Fortune 100 Best, APQC, and Forbes award winners.

The Five Principle model moves well beyond traditional Strategy and Balanced Scorecard "how to" books and offers a fresh approach to integrating proven methodologies. These methods are rapidly deployed to accelerate and enhance performance. Chapter topics include: Why Traditional Management Methods Fail; How to Effectively Implement & Manage your Strategy; How to Establish a Successful CPM Office; How Leaders Leverage Customer Intelligence; How to Integrate Rewards, Recognition & Scorecards to Motivate Employees; How to Leverage GE & Motorola Six Sigma to Drive Results; and many others.

Bob Paladino, CPA (Pittsburgh, PA), founder of Bob Paladino & Associates, LLC, is a former executive and longtime implementation practitioner in the Corporate Performance Management (CPM) field. His firm advises Boards of Directors and Executives and offers CPM services for rapidly implementing and integrating proven methodologies to drive breakthrough results. He contributes to leading research projects. Recently, as Senior Vice President of Crown Castle International in the Office of the CEO, he directed the global CPM/Balanced Scorecard program to win both the coveted Hall of Fame award and APQC's Best Practice Partner award. Formerly a leading consultant for PricewaterhouseCoopers and Towers Perrin, he is Wharton MBA and a CPA and a member of the AICPA and MSCPA. He is published in leading journals and is among highest rated speakers at corporate and industry events, such as FEI, ASMI and CFO Rising.

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#1 CPM book on Amazon and Barnes & Noble out of over 2,000 titles. Available online at amazon.com, Barnes&Noble.com, wiley.com and wherever books are sold.



Author Donates all Proceeds to the *United Flight 93 Memorial Fund*. To express your appreciation go to <http://www.honorflight93.org/>

Look at what industry leaders are saying about this book...

"FIVE PRINCIPLES presents guidance for the design, development, and implementation of a strategic planning and control system. Such a system leads toward better strategic decisions, competitive advantage, and increased profitability. Drawing on his profuse knowledge and extensive practical experience, Bob Paladino conveys a lively coverage of essential ideas and examples of ways to improve performance."

—Charles T. Horngren, Professor Emeritus, Stanford University

"Paladino [Bob] effectively leverages his considerable knowledge and experience as a management consultant and chief performance officer at Crown Castle to produce a compelling case for a Corporate Performance Management office. The CPM office becomes the focal point for translating strategic intent to operational actions. The concept is enriched by the book's excellent examples from both private and public sector organizations."

—Dr. Robert S. Kaplan, Harvard Business School; Co-Developer of Balanced Scorecard, Strategy Focused Organization, and Activity-Based Costing

"Read this book if you want a practical guide—based on real experience—to take your organization to higher levels of performance."

—Carla O'Dell, President American Productivity and Quality Center (APQC)

"Bob Paladino's observations and principles are firmly rooted in the Kaplan/Norton Strategy Focused Organization (SFO) methodology. Bob is to be congratulated for his creative extension of these principles and for the illustrative cases provided. He has successfully walked the tightrope of theory and practice – a good read."

—David P. Norton, Co-Inventor Balanced Scorecard and Strategy Focused Organization Concepts, Boston, Massachusetts

"Lots of organizations are measuring performance, but few succeed in effectively managing performance. This timely book contains time tested insight from leading companies and provides a 'how-to' guide for jump starting performance improvement initiatives in your organization."

—Carl DeMaio, President and Founder The Performance Institute and American Strategic Management Institute (ASMI)

"This book is emblematic of Bob's considerable expertise in organizing a company around the Strategy Focused Organization approach using the Balanced Scorecard Method. As founder, chairman and CEO of Crown Castle International (CCI:NYSE) I hired Bob as a consultant to lead a program to initiate CCI on the SFO method. He later joined CCI and led a successful organizational transformation to a much more efficient global platform in the telecommunications industry. I am now chairman and majority shareholder of two international organizations; one in the multi-jurisdictional payroll arena and another in the aerospace industry and Bob is successfully transforming those companies into Strategy Focused Organizations. He is probably THE most knowledgeable and experienced individual in implementing the SFO approach to better organizational efficiency given his hands on experience and his considerable knowledge of accounting and finance as a CPA."

—Ted B. Miller, Jr., Chairman M7 Aerospace and Chairman Imperium International

"This book brings strategy to life through real-life application and provides the road map needed to truly unite a company in its objectives. Bob Paladino's method encourages team work, cross functional thinking and drives company success."

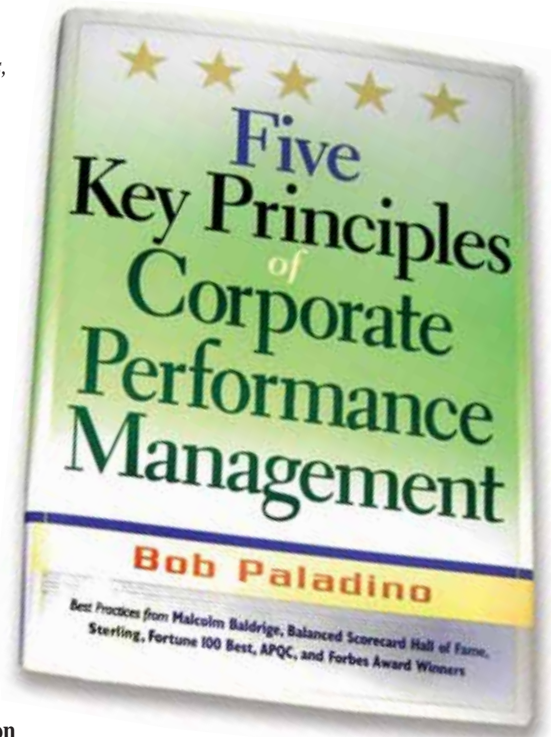
—Preston Atkinson, Chief Operating Officer, Whataburger, Inc.

"Bob Paladino has taken a balanced approach of taking all attributes of high performing businesses and turning them from theory to practical application. His book also discusses a step by step approach by using case studies which, if followed, will help organizations get to the maturity level in a timely manner."

—Ashok G. Vадgama, President Center for Advanced Management Institute (CAM-I)

"All companies today are looking for sustainable competitive advantages - which are more difficult to achieve. Consistent execution in performance and defining the right metrics are critical steps to achieving them. This book provides excellent insights to get you started!"

—Ralph Vasami, President Universal Weather & Aviation



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Author Donates all Proceeds to the United Flight 93 Memorial Fund. To express your appreciation go to <http://www.honorflight93.org/>