



# Translating Strategy into Shareholder Value: A Company-Wide Approach to Value Creation

*Raymond J. Trotta*

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## **Translating Strategy into Shareholder Value: A Company-Wide Approach to Value Creation**

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"Translating Strategy Into Shareholder Value" maps out ways to ensure that a company's strategy relates directly to the actual achievement of shareholder value. The book provides tools, as well as numerous real-life examples, to analyze how readers can maximize success by translating corporate strategy to the bottom line.

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