



The CEO, Strategy, and Shareholder Value: Making the Choices That Maximize Company Performance

Peter Kontes

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A new look at delivering effective shareholder value from Peter Kontes, a true leader in the world of strategic management

In *The CEO, Strategy, and Shareholder Value*, Peter Kontes, a true leader in the strategic management field, outlines the key to creating and growing shareholder value. The proper focus, contends Kontes, is in using quantitative measurements as guideposts on the path to success. The book first outlines the basics of the argument Kontes is making. He then briefly covers the five most important areas for business leaders, followed by a more detailed look at each of the focus areas. Finally, Kontes provides readers with a road map to implementing his suggestions.

- Presents an argument for a more holistic approach to delivering shareholder value
- Defines and then elaborates a new approach to strategic management
- Written by a true thought leader in the field, regularly featured in publications such as *Fortune* and *BusinessWeek*

Never before have business leaders experienced the kind of tough decisions they are being forced to make as the economy undergoes incredibly rapid shifts. The common sense guide to successful leadership, *The CEO, Strategy, and Shareholder Value* delivers exactly the kind of solid, dynamic advice that will keep your organization moving on an upward path.

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