

# Key Performance Indicators

The 75 measures every manager needs to know

Bernard Marr

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# Praise for *Key performance indicators*

*'Marr has collected and described a great set of metrics that managers can select from when choosing the performance measures for their business and especially for translating their strategy map into a Balanced Scorecard.'*

Robert S. Kaplan, Baker Foundation Professor at the Harvard Business School and co-author of *The Balanced Scorecard* and *The Execution Premium*

*'All the KPIs you need to consider are here, from the familiar (net profit, ROI) to the emergent (Klout score). If you care about performance measurement, you need to leaf through Marr's book from cover to cover – don't miss a page!'*

Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author of *Competing on Analytics* and *Analytics at Work*

*'Once again, Bernard Marr shows why he is the leading thinker in business performance. With Key Performance Indicators he delivers another must-read book for anyone in business. This book will help you focus on the metrics that really matter to answer your key management questions. It provides an essential toolset critical for the effective running of any organisation.'*

Gerry Pimm, Strategy, Planning & Performance Manager, Citizens Advice

*'Bernard Marr's new book is an incredibly valuable resource for any manager. Marr has again hit the bull's eye with a book that is extremely clear, concise, well-organised, and, most importantly, immensely practical.'*

Dean R. Spitzer, PhD and author of *Transforming Performance Measurement*

*'In Key Performance Indicators, Bernard Marr has identified the most meaningful measures that companies and organisations should look at. I've so often seen people fumbling around trying to define the right measures for their business strategy and they often do a poor job of reinventing the very measures defined in this book. I will be using this book with my clients so they stop wasting time choosing measures and start using them instead.'*

Stacey Barr, Performance Measurement Expert, Samford, Australia

*'I love the set of 75 KPIs outlined in this book – their breadth and the highly-readable format makes it a much needed contribution to the field of management!'*

Gary Cokins, Principal, Business Consulting, SAS and author of *Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics*

*'Bernard Marr continues to establish himself as the leader in the field of performance measurement. His latest book Key Performance Indicators is a great resource for managers to select the measure that actually matter.'*

Todd Scaletta, Vice President, Research and Innovation, CMA Canada

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