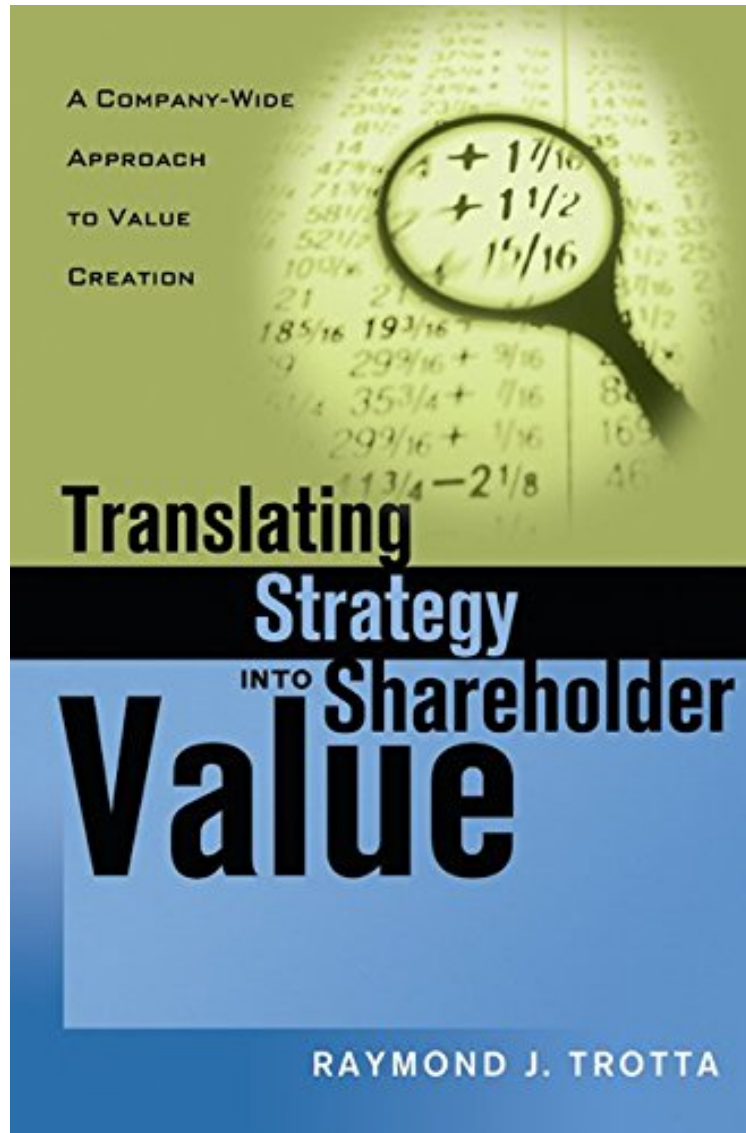


# Translating Strategy into Shareholder Value: A Company-Wide Approach to Value Creation

Raymond J. TROTTA

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**Raymond J. TROTTA : Translating Strategy into Shareholder Value: A Company-Wide Approach to Value Creation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Translating Strategy into Shareholder Value: A Company-Wide Approach to Value Creation:

6 of 6 people found the following review helpful. Well-written, useful business resource!By A Customer"Translating Strategy into Shareholder Value" is a well-organized, clearly written guide to effectively evaluating the multitude of strategic alternatives available to an organization within the strategic planning process. With the maximization of

shareholder value as the end goal, author Trotta introduces the original concept of Step-Wise Approach to Value (SWAV) to help companies achieve that goal. SWAV involves the application of four filters (economic, strategic, operational and valuation) through which strategic alternatives can be analyzed. A number of specific analytical tools such as the Porter Model, the DuPont model, Regression Analysis and Discounted Cash Flow are discussed in detail. I found it helpful that Trotta addresses not only the benefits of each of these tools, but the risks and limitations as well. This book would be a useful resource for financial decision-makers, business owners, students and anyone seeking concrete advice on making better strategic planning decisions.

Too often there are serious missed signals between a company's stated goals and the methods employed to try to reach them. *Translating Strategy into Shareholder Value* is a unique look at how the planning process relates to the achievement of shareholder value, and ways to ensure that the two directly complement each other. Using tools and a special case study to analyze past, present, and future performance, the book takes readers through a host of steps, including:

- \* Comparing existing strategy to the competition and the economy as a whole
- \* Analyzing productive capabilities and costs
- \* Bringing nonfinancial metrics to test how future strategy creates value
- \* Selecting the right analytical tool and looking at strategic solutions

If corporations are to truly maximize their success, managers need to understand how to translate corporate strategy to the bottom line -- and that means seeing the big picture.

About the Author Raymond J. Trotta (Chicago, IL) is a management consultant and academic. He is a cofounder of iValue, a consulting firm focused on the valuation of information technology.