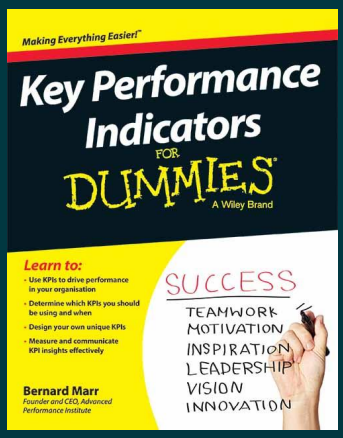
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# Key Performance Indicators for Dummies

By Bernard Marr

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## Description

Key Performance Indicators (KPIs) help organizations understand how well they are performing in relation to their strategic goals and objectives. KPIs offer a framework to learn about the success of individuals, teams, projects and organizations - and help create a culture of high performance. In this book you'll find the essential Indicators that are useful to all kinds of businesses - plus guidance on how to develop your own unique KPIs that best suit your organization or industry. You'll also find a wealth of guidance for how best to use KPIs to drive performance in your business.

## About the Author

**Bernard Marr**

Bernard Marr is a best-selling author on organizational performance and business success. He regularly advises leading companies

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