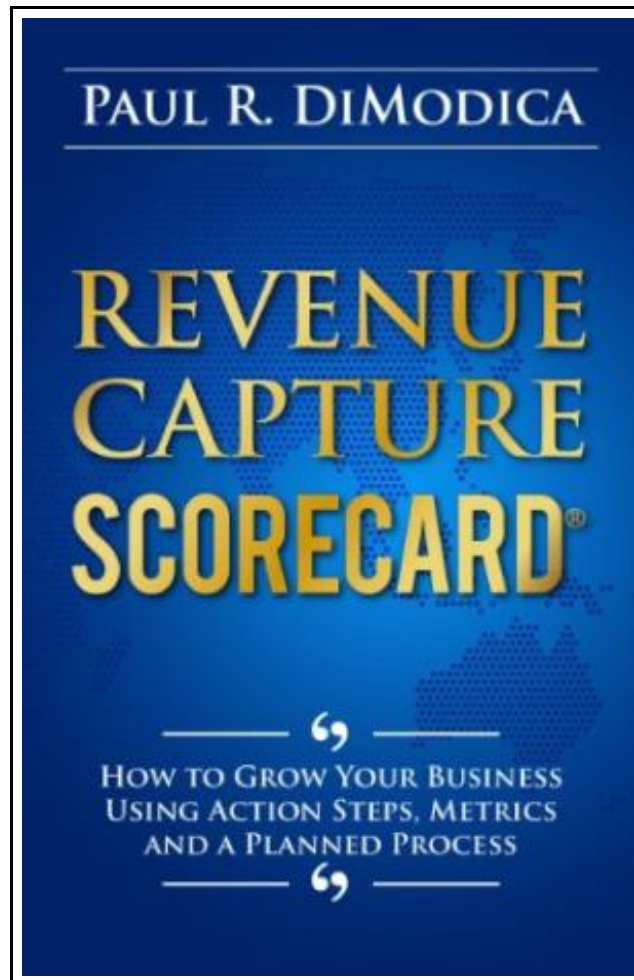


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### ***Reviews***




*This type of publication is almost everything and helped me looking forward and much more. I am quite late in start reading this one, but better then never. You wont really feel monotony at whenever you want of your own time (that's what catalogs are for relating to if you ask me).*  
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## REVENUE CAPTURE SCORECARD: HOW TO GROW YOUR BUSINESS USING ACTION STEPS, METRICS AND A PLANNED PROCESS (PAPERBACK)



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Johnson Hunter, United States, 2014. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Prior to forming his own companies, Paul DiModica was Vice President of Strategic Development for Renaissance Worldwide, a public company headquartered in Boston, Massachusetts. Renaissance was originally called The Registry, Inc., which purchased the consulting firm Renaissance Solutions Inc., owned by David Norton. Norton co-authored the book The Balanced Scorecard with Robert Kaplan. After observing the Balanced Scorecard's original practice, he identified what he believes is an operational gap in its design and ultimate deployment. What he discovered was that the Balanced Scorecard is a strong management tool for large multi-national companies, such as Ford, IBM, American Express, and others that have well-established and mature business success models, revenue growth year over year that is incremental, and a corporate financial momentum that is solidified. Although he recommends the Balanced Scorecard concept to any company that is comfortable with its business model being mature and is looking to build a business process that is focused on operational and systems excellence only-based on his observations, the Balanced Scorecard process holds back the agility and ability of small- to medium-sized businesses and large company divisions to adjust their business strategy as needed. The Revenue Capture Scorecard is different. Whereas the Balanced Scorecard process is a pre-Internet approach, the Revenue Capture Scorecard is a post-Internet business agility tool focused on building a buyer strategy that is linked to revenue capture success. It aligns sales, marketing, strategy, and financial management simultaneously into a planned, outbound, revenue-capture process that can help you adjust your business model as needed to proactively make quick decisions. If you want to be or currently are a growth-directed company, then the Revenue Capture Scorecard is a great...

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