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Profit Mapping: A Tool for Aligning Operations with Future Profit and Performance

By Anil Menawat

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 240 pages. Dimensions: 9.1in. x 6.1in. x 1.0in. A wise manager knows that success only comes with operational excellence that is properly aligned with strategy. The challenge is knowing what actions to take and when to take them—navigating without knowing the impact of your actions on the bottom line is a risk you can't afford to take. Profit Mapping delivers a forward-looking management decision tool that allows you to proactively navigate business strategy and execution. The authors' exclusive ProFITMAP method is a navigation system for operations that has been used successfully with leading businesses such as Ford Motor Company and General Motors. It enables you to test the impact of any number of factors on operational execution—from product demand and mix changes to process and technology changes to resource limitations—prior to taking any action. ProFIT-MAP helps you make informed process and product decisions and reach your operational and product objectives by answering the following questions: Can it be done? Is it possible? If not, then what additional capabilities are needed? Will it be profitable? What is the impact of my particular decision across the product mix and the functional capabilities of the organization? How do...



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