



Optimizing Corporate Portfolio Management: Aligning Investment Proposals with Organizational Strategy

By Anand K. Sanwal

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Optimizing Corporate Portfolio Management: Aligning Investment Proposals with Organizational Strategy, Anand K. Sanwal, If where an organization allocates its resources determines its strategy, why is it that so few companies actively manage the resource allocation process? "Optimizing Corporate Portfolio Management: Aligning Investment Proposals with Organizational Strategy" goes beyond platitudes about why you should use corporate portfolio management (CPM) by offering a practical methodology to bring this powerful discipline to your organization. "Optimizing Corporate Portfolio Management" takes an expansive view of where CPM can be utilized by demonstrating that it can be used across any business line, product group or functional area, e.g., IT, R&D, innovation, marketing, salesforce, capital expenditure, etc. CPM is appropriate anywhere discretionary investments are being selected and executed. As a result, other terms used to describe portfolio management such as IT portfolio management, enterprise portfolio management, and project portfolio management are all merely subsets or slices of CPM. The book is written by Anand Sanwal, an expert on CPM, who has led American Express' CPM discipline (referred to as American Express Investment Optimization). American Express' CPM efforts are widely recognized as the most extensive, substantial and...

Reviews

This book will never be easy to start on reading but quite exciting to see. It is actually rally intriguing throgh looking at period of time. Your daily life span will be convert once you total looking over this book.

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A must buy book if you need to adding benefit. It can be rally exciting throgh reading time. I am pleased to let you know that this is the greatest publication we have read through during my very own life and may be he best publication for possibly.

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