

sales@atlantic-pub.com Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed.

The objective of the Project Management Office (PMO) focused on contributing to competitive advantage and adding value to an organization and its customers to achieve desired organizational performance. Learn how outsourcing PMO functions can help your organization operate more efficiently than your competitors, and provide your customers with more value with this detailed study and guide. This study explains how PMOs operate and why more companies are outsourcing these functions to improve organizational performance. Learn the risks and drivers involved with outsourcing PMO functions as well as the benefit of doing it right. Relying on both a global quantitative and qualitative approach, the author conducts numerous case studies across different industries. The case studies involve - The financial retail industry in India; - The energy and power industry in the United States; - The manufacturing industry in the United States; - The mining industry in South Africa. Results from both quantitative qualitative examination of these case studies, along with surveys, show that outsourcing functions has a positive impact on organizational performance.

Tools, Methods, and Approaches to Drive Organizational Performance

Analyzing Performance Problems, Or, You Really Oughta Wanna

Customer-Centric Marketing Strategies: Tools for Building Organizational Performance

A Quantitative and Qualitative Study

Rapid Improvement to Your Key Performance Drivers

Handbook of Organizational Performance

Public Policy and Performance Management in Democratic Systems

Tourism: The Key Concepts offers a comprehensive collection of the most frequently used and studied concepts in the subject of tourism. Within the text key terms, concepts, typologies and frameworks are examined in the context of the broader social sciences, blending together theory and practice to explore the scope of the subject. Terms covered include: Ethical Tourism LGBT Tourism Hospitality Mobility Authenticity Quality Management Destination Management Geographies of Tourism Planning Sociology in Tourism Society and Culture Tourism Strategy Each entry contextualises, defines and debates the concept discussed, providing an excellent starting point for those studying tourism for the first time, and a quick reference for those who are more experienced. With case studies, examples and further reading throughout, this text will be invaluable for all undergraduate and postgraduate tourism students.

Implementing Strategic Change assesses the pros and cons of today's most well-known corporate performance models, from Balanced Scorecard and Six Sigma to EVA, and presents a fully integrated approach for creating and enhancing customer and shareholder value. This pragmatic, application-oriented book explores today's movement toward assessing performance on both financial and nonfinancial dimensions and shows managers how to distinguish between assessment and versus implementation-based approaches as they focus on adopting process improvements.

This is the digital version of the printed book (Copyright © 1996). Based on an award-winning doctoral thesis at Carnegie Mellon University, **Measuring and Managing Performance in Organizations** presents a captivating analysis of the perils of performance measurement systems. In the book's foreword, Peopleware authors Tom DeMarco and Timothy Lister rave, "We believe this is a book that needs to be on the desk of just about anyone who manages anything." Because people often react with unanticipated sophistication when they are being measured, measurement-based management systems can become dysfunctional, interfering with achievement of intended results.

Fortunately, as the author shows, measurement dysfunction follows a pattern that can be identified and avoided. The author's findings are bolstered by interviews with eight recognized experts in the use of measurement to manage computer software development: David N. Card, of Software Productivity Solutions; Tom DeMarco, of the Atlantic Systems Guild; Capers Jones, of Software Productivity Research; John Musa, of AT&T Bell Laboratories; Daniel J. Paulish, of Siemens Corporate Research; Lawrence H. Putnam, of Quantitative Software Management; E. O. Tilford, Sr., of Fissure; plus the anonymous Expert X. A practical model for analyzing measurement projects solidifies the text—don't start without it!

Handbook of Research on SDGs for Economic Development, Social Development, and Environmental Protection

Transforming Performance Measurement