



KPIs are a critical management tool, allowing managers to set goals and continually improve performance.

25 Need-to-Know Key Performance Indicators gives you the most useful tools you need to fully understand:

- Your customers and your market
- Your financial performance
- Your internal processes
- Your employees' performance

With quick sections on why each KPI matters and how you can measure it, you'll be putting them into action and seeing results in no time.

'This book does a fantastic job of narrowing down the best KPIs for you and your team. It's short, sharp and incredibly useful.'

**THOMAS H. DAVENPORT, Distinguished Professor
at Babson College and author of *Big Data@Work***