

# Blue Line Imperative

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## Blue Line Imperative

The Blue Line Imperative demonstrates with powerful clarity why the goal of any value-driven enterprise is to raise the blue line as high as possible, and shows us how to achieve it. About the Author KEVIN KAISER is Professor of Management Practice at INSEAD and Director of INSEAD's Transition to General Management program as well as Director of the ABN Amro Managing for Value Research Fund at INSEAD.

### **The Blue Line Imperative: What Managing for Value Really ...**

As we say often in *The Blue Line Imperative*, value creation occurs when more happiness is delivered to people than alternative uses of the same resources, or the same happiness is delivered using fewer resources. An example of the latter appears in the latest issue of *Popular Science*.

### **The Blue Line Imperative**

True value – the "blue line" – is not easy to see, but it is the only proper aim of any organization wishing to sustain success and growth into the future. In *The Blue Line Imperative*, INSEAD professors Kevin Kaiser and S. David Young teach us how to sustainably grow any organization by uncovering the real drivers to value.

### **Amazon.com: The Blue Line Imperative: What Managing for ...**

There are three pillars of blue line imperative; fairness, trust and learning, which helps a business to survive and be successful in the long run. Some companies like Google and AT&T emphasize blue line imperative in their goal statements; Google's mission underscores value for the customer and fairness to all.

### **The Blue Line Imperative: What Managing for Value Really ...**

Blue Line Management is an approach to management that focuses on long-term value creation rather than short-term target acquisition. Kaiser believes that many, probably most, companies destroy value by focusing on short-term indicators rather than their real business purpose.

### **The Blue Line Imperative: What Managing for Value Really ...**

Value creation and the 'blue line' It has become a truism in business that if value is to be created, a firm must systematically invest in those projects where the expected value of cash coming in is

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greater than the cash going out, a difference commonly expressed as Net Present Value (NPV).

### **The Blue Line Imperative: A Radical New Approach to Value ...**

In *The Blue Line Imperative: What Managing for Value Really Means*, Kevin Kaiser and S. David Young introduce a concept called 'blue-line management', an approach in which all decisions of...

### **(PDF) The Blue Line Imperative: A Radical New Approach to ...**

In *The Blue Line Imperative*, we explain the inherent measurement problems by citing Goodhart's Law, which is an economics analog to Heisenberg's famous uncertainly principle. The idea is that by measuring a system, whether electrons in orbit or operating margin for a business division or anything else for that matter, we disturb it.

### **The Blue Line Imperative**

*The Blue Line Imperative: What Managing for Value Really Means* by Kevin Kaiser and S. David Young

### **The book : The Blue Line Imperative**

*The Blue Line Imperative: What Managing for Value Really Means* by Kevin Kaiser and S. David Young

### **Books : The Blue Line Imperative**

*The Blue Line Imperative: What Managing for Value Really Means* by Kevin Kaiser and S. David Young

### **Value destruction : The Blue Line Imperative**

"Kaiser and Young's *The Blue Line Imperative* connects the dots in the customer-shareholder value

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puzzle and delivers a resonating message on the necessity of building a data-driven company. In other words, stop chasing KPIs and start focusing on value creation that lasts." Martin Heijnsbroek, Managing Partner, MCompany

### **Blue Line Imperative - (Hardcover) : Target**

The Hardcover of the The Blue Line Imperative: What Managing for Value Really Means by Kevin Kaiser, S. David Young | at Barnes & Noble. FREE Shipping Due to COVID-19, orders may be delayed.

### **The Blue Line Imperative: What Managing for Value Really ...**

Alberto Grua, Senior Vice President, Grünenthal Europe, US & Australia and Management Board member "The Blue Line Imperative provides valuable lessons about what value is, how to measure it, and how to create it. Many companies follow the red line, thinking it is the right thing to do.

### **The Blue Line Imperative - ISBN: 9781118510896 - (ebook ...**

The Blue Line Imperative: What Managing for Value Really Means. by Kaiser, Kevin. Format: Hardcover Change. Price: \$34.84 + Free shipping with Amazon Prime. Write a review. Add to Cart. Add to Wish List Top positive review. See all 23 positive reviews > fernando gracioli teixeira. 5.0 out of ...

### **Amazon.com: Customer reviews: The Blue Line Imperative ...**

The blue line imperative : what managing for value really means. [Kevin Kaiser; S David Young] -- "A groundbreaking guide to making profitable business decisions. Do you wonder why your value initiatives aren't providing the payoff you'd hoped for? Could it be because you've been thinking about...

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### **The blue line imperative : what managing for value really ...**

The blue line refers to an approach that focuses on long term intrinsic value over and above the typical short term price metrics on which business tends to be based.

### **The Blue Line Imperative: What Managing for Value Really ...**

Blue-line management doesn't do away with KPIs, but keeps them as instruments for organisational learning. KPIs should be an integral part of a data-based effort to continuously learn and adapt.

They should be neither carrots to reward employees who hit targets, nor sticks to punish employees who fail to deliver.

### **KPIs Should Never Be Tied to Compensation | INSEAD Knowledge**

Find helpful customer reviews and review ratings for The Blue Line Imperative: What Managing for Value Really Means at Amazon.com. Read honest and unbiased product reviews from our users.

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