

## The Stakeholder Balance Sheet: Profiting from Really Understanding Your Market (Hardback)

Area Measuring	Net Average Scores	Net Average	Theoretical Maximum Score	The Gap against the Maximum
Segmentation	-0.36	Watch it	+ 3	(3.36)
Understanding the Real Stakeholder Drivers	+1.23	Good	+ 3	(1.77)
<b>Propositions</b>				
Monitoring Performance	+0.37	Good	+ 3	(2.63)
<b>TOTAL OF NET AREA SCORES</b>	<b>+1.23</b>		<b>+ 27</b>	<b>(25.77)</b>
<b>AGGREGATE NET AVERAGE (TOTAL SCORE ÷ 8)</b>	<b>+0.15</b>	So-so/Watch it	<b>+ 3</b>	<b>(2.85)</b>
<b>Assets</b>		<b>Liabilities</b>		
Understanding the Real Stakeholder Drivers	1.23	New Product/service Development	(1.36)	
Staff Motivation and Performance	0.95	Other External Stakeholders and Influencers	(0.66)	
Decision Making Dynamics	0.79	Market Segmentation	(0.36)	
Customer Loyalty and Attraction	0.46			
Monitoring Performance	0.37			
	0.15			

**The Stakeholder Balance Sheet**  
**Profiting from really understanding your market**  
 Farrokh Suntook & John A Murphy

**IMM** The Chartered Institute of Marketing

Filesize: 3.63 MB

### Reviews

*A must buy book if you need to adding benefit. This is for anyone who statte that there had not been a well worth reading through. Its been designed in an exceptionally straightforward way which is simply right after i finished reading this book where basically changed me, change the way i think.*  
**(Adrien Robel)**

## THE STAKEHOLDER BALANCE SHEET: PROFITING FROM REALLY UNDERSTANDING YOUR MARKET (HARDBACK)



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John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. New. 230 x 152 mm. Language: English . Brand New Book. This book provides an as yet unavailable tool, the Stakeholder Balance Sheet, enabling managers within any organisation to unlock the DNA of the market place in which they operate and to measure their effectiveness in understanding their markets and all the key stakeholders operating within them. This simple tool provides self-testing checklists at the end of each chapter that enables managers to look at stakeholder-sensitive issues in the same way that they might scrutinise financial statements (hence it will not seem alien to most managers). A review of how well your organisation has fared on the questions will tell you how healthy your balance sheet is in relation to the topic of each chapter, and it will provide you with the basis for an overall enterprise balance sheet that aggregates the scores you have achieved in each topic area. Lessons to learn from application of the Stakeholder Balance Sheet are: What appropriate tools are still required to enhance their understanding of the market place, and how these should be utilised How to maximise commercial success through understanding the market place And, find effective ways of being a truly stakeholder-sensitive enterprise In a nutshell, a genuine understanding of how customers and other stakeholders think, feel and behave offers the essential starting point for any general manager - not just the marketing or sales specialist - seeking to determine the direction of his organisation. For the purpose of the book, stakeholders are described as: the direct stakeholders in the market place - customers and prospects (including both the key contacts with whom you interface and others who may influence the final decisions made); the internal stakeholders - staff; other...

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