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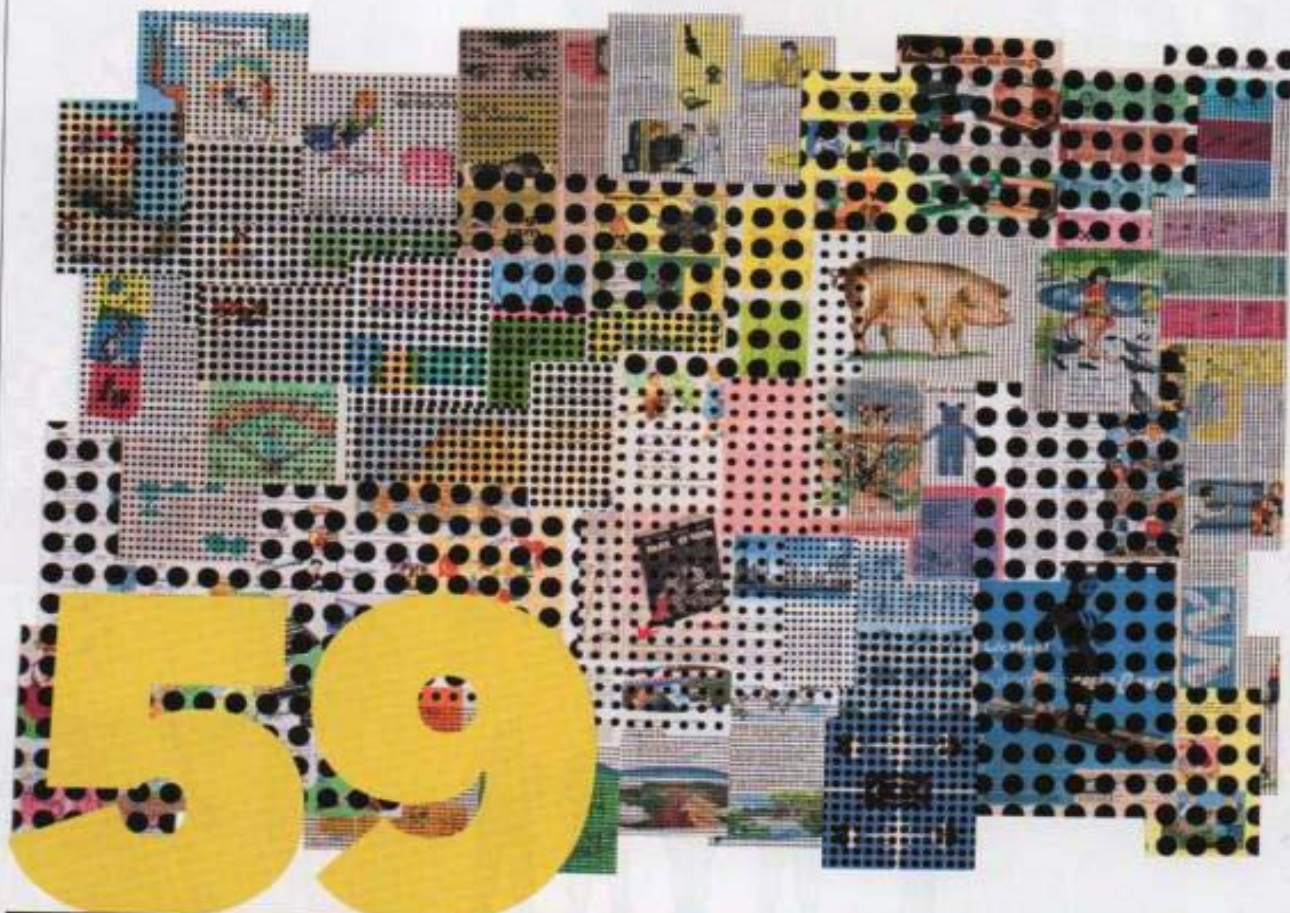
How vast new streams of
information are changing
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ABOVE
Tamar Cohen
What About Willie?, 2008
silk screen
collage on
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pages, 60" x 44"

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THE BIG IDEA

The True Measures of Success

The statistics that companies rely on to assess performance often have no connection to their objectives. Here's how to choose metrics that reveal the cause-and-effect relationships behind value creation.

Michael J. Mauboussin

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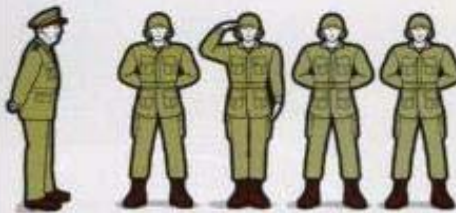
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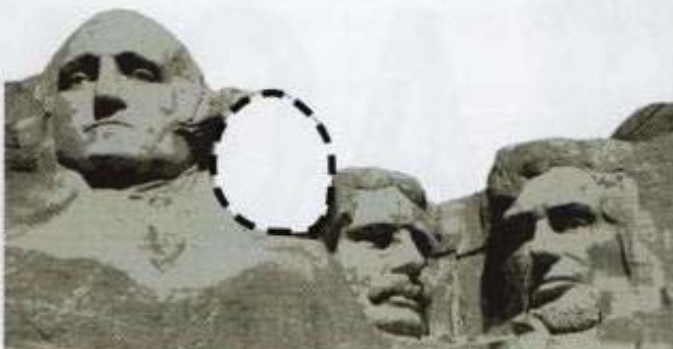
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