

## VALUE BASED MANAGEMENT

... , . . .

« »

– Value Based Management,

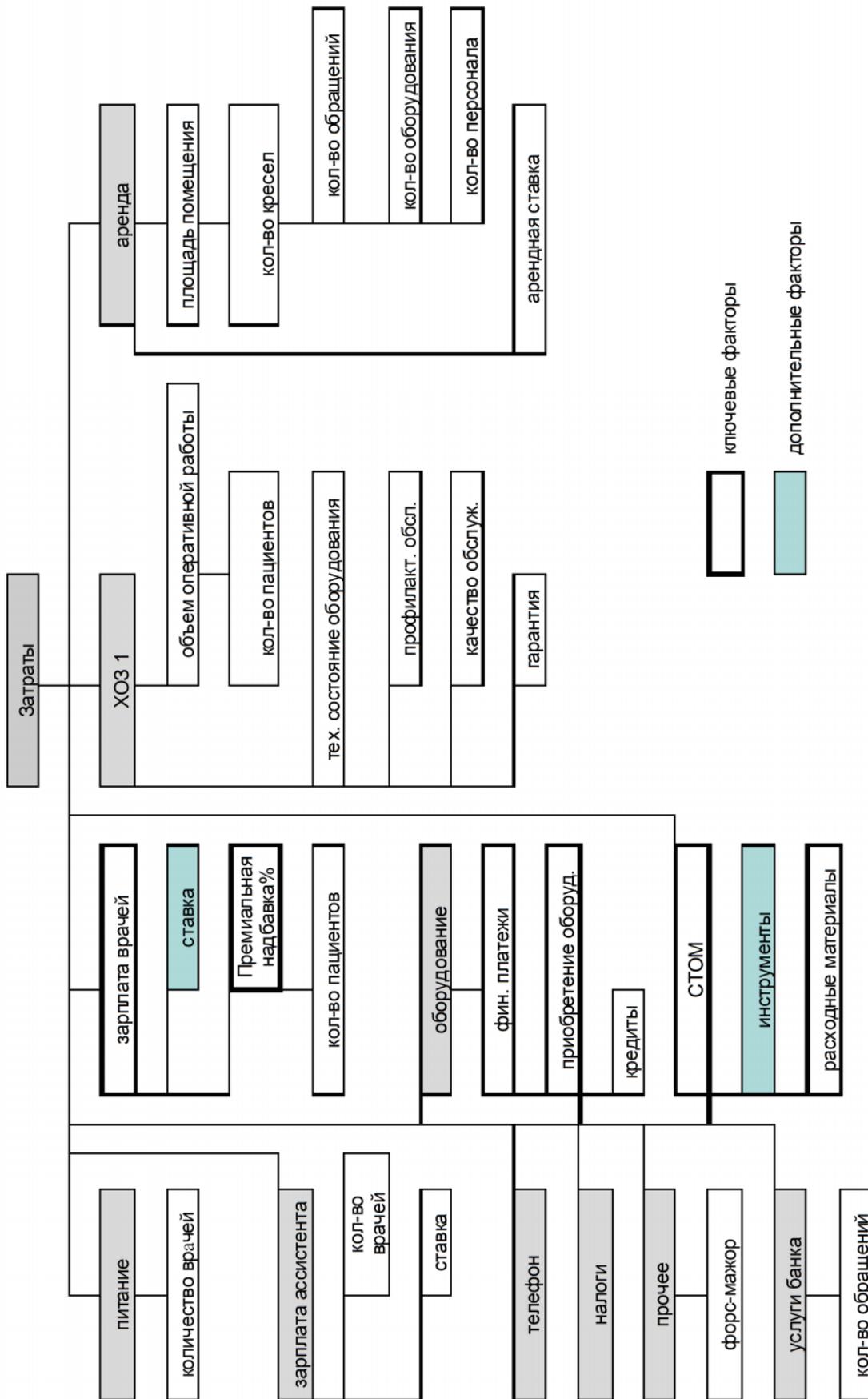
Value Based Management (VBM)

« » ( »),

VBM. Marakon Associates Inc., Bank of America Boeing, VBM, 30-40%, 50%, 20-25% – VBM, 3,1%

© . . ., 2011.

VBM

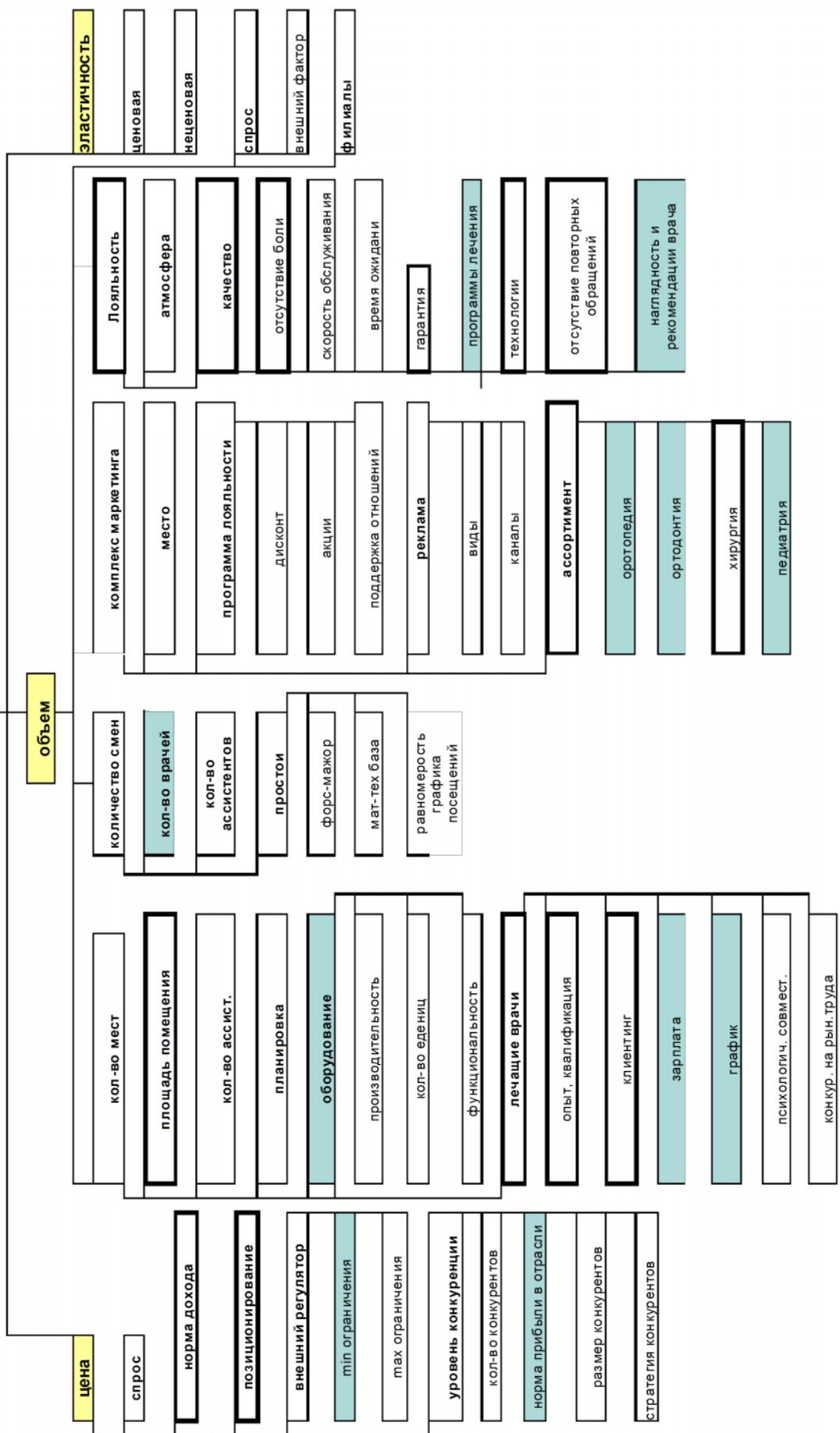


ключевые факторы  
 дополнительные факторы

« »

1.

**Доходы**



« »



/ . . . //  
– 2003. – 3. – . 46-56.

338.4;658.15

**Management.**

– Value Based Management,

338.4;658.15

**Value Based**

6. Hax Arnoldo and Nicolas S. Strategic Management: An Integrative Perspective // Englewood Cliffs. – N.Y.: Prantice-Hill, 1984, chaps 7-9.

**Value Based Management.**

– Value Based Management,

UDC 338.4;658.15

- **Chalapko Lidiya Dmitryivna**, candidate of economic sciences. Dnepropetrovsk state financial academy.
- **Forming of strategy of enterprise on principles of conception Value Based Management.** In the article scientific bases and practical experience of innovative approach are generalized in the management of – Value Based Management, or management system, aimed at a management the cost of enterprise
- **Keywords:** enterprise, business costs, management, efficiency.

18.02.2011 .

: 005.93: 336.225.6- 027. 236

© . . ., 2011.  
© . . ., 2011.

» [4, . 33].