

# Contents

Introduction	1
1. The Purposes and Nature of the Appraisal	11
2. Assessing Financial Performance	31
3. The Marketing Audit	55
4. Appraising Production	81
5. Auditing Technology and Innovation	109
6. HRM, Management Effectiveness, Culture and Structure	135
7. Evaluation of Information Systems	173
8. Taking a Process View	189
9. Core Competencies and Related Methods	205
10. Industry Analysis	227
11. Conclusions: Finding the Real Strengths and Weaknesses	255
Index	273