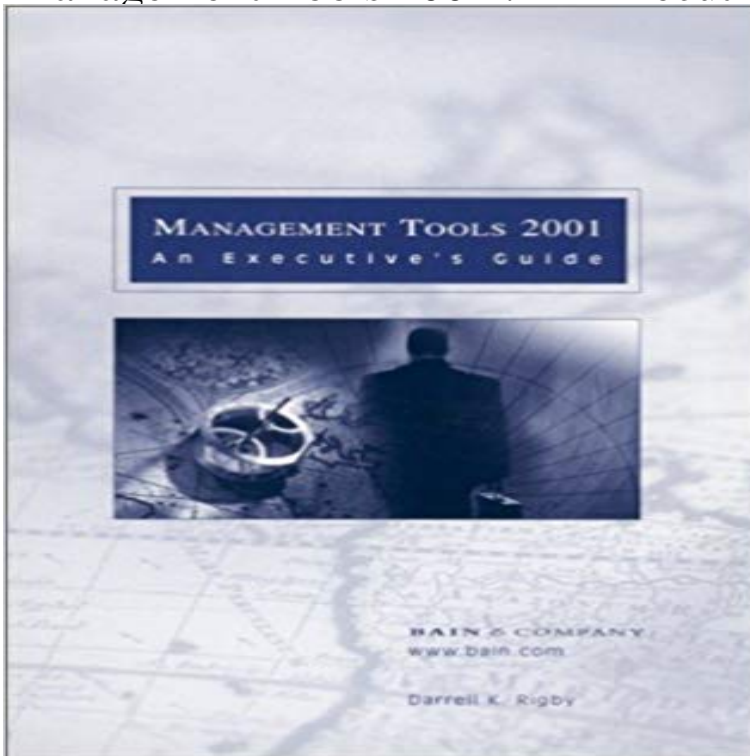


## Management Tools 2001 : An Executives Guide



In 1993, Bain & Company launched a multiyear research project to gather facts about the use and performance of management tools. The objectives of this study are twofold: 1) to provide managers with an understanding of how their current application of these tools and subsequent results compare with those of other organizations across industries and around the globe; and 2) to provide the information they need to identify, select, implement and integrate the right tools to improve their company's performance. As part of this study, Bain creates a yearly guide to 25 of the most popular and pertinent management tools. This guide provides a description, methodology, common uses and selected references for each of the tools. The tools included in the 2001 guide are: Activity Based Management, Balanced Scorecard, Benchmarking, Core Competencies, Corporate Venturing, Customer Relationship Management, Customer Satisfaction Measurement, Customer Segmentation, Cycle Time Reduction, Growth Strategies, Knowledge Management, Market Disruption Analysis, Merger Integration Teams, Mission and Vision Statements, One-to-One Marketing, Outsourcing, Pay-for-performance, Real Options Analysis, Reengineering, Scenario Planning, Shareholder Value Analysis, Strategic Alliances, Strategic Planning, Supply Chain Integratino, and Total Quality Management.

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