



## **Monitoring Business Performance: 30 KPIs & Metrics You Can't Miss**

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**₹795**

**ISBN: 9788198868923**

**Monitoring Business Performance: 30 KPIs You Cannot Miss** is a 100% hands-on, application oriented, and practical guide to the most essential 30 Key Performance Indicators (KPIs) that every business must use to track and measure its performance.

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#### **About the Author**

**Dr. Anurag Dugar** is a marketing professor and executive educator with over 25 years of experience, known for blending academic depth with real-world relevance. Over his journey, he has been associated with 11 IIMs, 2 IITs, SIBM Pune, Masters' Union, Scaler Business School, and more. At present he is working

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**Dr. Parmod** Assistant Professor at Haryana School of Business, GJUS&T, Hisar, with marketing and business analytics expertise. Holding a Ph.D. in Marketing and certified in analytics, his research focuses on consumer behaviour and data-driven decision-making. His academic interests lie in leveraging analytics to enhance strategic business insights.

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