

























## REFERENCES

- Abell, D.F., (1980), *Defining the business. The starting point of strategic planning*, Prentice Hall Inc., Englewood Cliffs.
- Beckwith, H., (1997), *Selling the invisible*, Warner Books.
- Boston Consulting Group, (2008), *Missing link – Focusing corporate strategy on value creation*, The 2008 Value Creators Report.
- , (2001), *Dealing with investors' expectations – A global study of company valuations and their strategic implications*, The 2001 Value Creators Report.
- Coltorti, F., (2010), *Italian medium-sized industrial companies*, Mediobanca-Unioncamere Conference on Medium-size Italian Businesses, Milan, March 11, 2010.
- , (2009), *Medium-sized firms, groups and industrial districts: An Italian perspective*, in Becattini G., Bellandi M., and De Propris L. (eds.), *A Handbook of Industrial Districts*, Edward Elgar.
- , (2008), *Prolusione Master per Imprenditori di Piccole e Medie imprese*, Fondazione CUOA, I Quaderni, n.4.
- Confindustria, Ricerche e Studi - R&S and Unioncamere, (2010), *Medium-sized Enterprises in Europe*.
- Damodaran, A., (2000), *Value Creation and Enhancement: Back to the Future*, Stern School of Business.
- Das, D., S. Thomas, and R. Repetto, (2007), *Integrated Environmental and Financial Performance Metrics for Investment Analysis and Portfolio Management*, *Corporate Governance: An International Review*, 15(3).
- Donaldson, G., (1985), *Financial goals and strategic consequences*, *Harvard Business Review*, 28.
- Fabozzi, F. J., and J. L. Grant (eds.), (2000), *Value-Based Metrics: Foundations and Practice*, John Wiley & Sons.
- Gagliardi, C., (2010), *Le medie imprese-Il Made in Italy che guida la ripresa*, Mediobanca-Unioncamere Conference on Medium-size Italian Businesses, Milan, March 11.
- Gandellini, G., (2010), *Mass & Custom: a strategic management simulation*, University of Roma Tre.
- Gandellini, G. and Venanzi, D., (2011), *Purple Ocean Strategy, ... i.e. Blue Ocean Revisited*, Working Paper, University of Roma Tre.
- Harrington, H.J., (1987), *The improvement process*, McGraw-Hill.
- Howard, J. and Sheth, J., (1969), *Theory of buyer behavior*, John Wiley & Sons.
- Kaplan, R.S. and Norton, D.P., (1996), *The Balanced Scorecard*, Harvard Business School Press.
- Kim, W. C. and R. Mauborgne, (2005), *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*, Harvard Business School Press.
- Levitt, T., (1975), *Marketing Myopia*, *Harvard Business Review*, 5.
- Madden, B.J., (2007), *For better corporate governance. The shareholder value review*, *Journal of Applied Corporate Finance*, 19 (1).
- Porter, M., (1996), *What is Strategy?*, *Harvard Business Review*, November-December.
- Rappaport, A., (1986), *Creating Shareholder Value: A guide for managers and investors*, Free Press.
- , (1999), *New thinking on how to link executive pay with performance*, *Harvard Business Review*, 2.
- Venanzi, D., 2010, *Financial performance measures and value creation: a review*, SSRN WP, <http://ssrn.com/abstract=1716209>.
- Weissenrieder, F., (1998), *Value based management: Economic value added or cash value added?*, *Gothenburg studies in Financial Economics*, 971214.