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1992: David P. Norton (CEO Of Nolan Norton) And Robert S. Kaplan (Academic Consultant) Summarized The Findings Of The Study In An Article "The Balanced Scorecard - Measures That Drive Performance" (Harvard Business Review - HBR)

1993: Second HBR Article Mar 7th, 2024

The Balanced Scorecard - 1 - The Balanced Scorecard

By Measuring Key Performance Indicators Against Targets In Each Of The Following Four Quadrants, Management Gains The Necessary Feedback To Select The Initiatives To Achieve The Strategy: • Customer • Financial • Internal Processes • Learning And Growth Since Kaplan And Norton First Developed The Balanced Scorecard In The Early May 4th, 2024

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Sisteminiai Tyrimai; 2005; 36; ABI/INFORM Complete Pg. 19 Feb 1th, 2024

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The Balanced Scorecard, Competitive Strategy, And Performance

The Balanced Scorecard, Competitive Strategy, And Performance 13 Performance
Emphasis In The Balanced Scorecard Please Indicate The Degree Of Emphasis You
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Financial, Customer, Internal Processes, And Learning And Growth (see Figure 1).
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