

Librería
Bonilla y Asociados
desde 1950



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Sinopsis

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Balanced scorecard is a widely recognised and accepted performance measurement tool that is currently used in thousands of organisations around the world. This book will help to implement the organisations' balanced scorecard strategies into action by defining performance objectives, measures, and targets in four linked and balanced perspectives: Financial, Customer, Internal Process, and Employee Learning and Growth.

- * Explains what balanced scorecard is and addresses the challenges and solutions for its implementation.

- * Addresses the concerns of the mid to small corporation as well as the emerging business

- * Each chapter provides tips and techniques as well as real world examples