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The Balanced Scorecard includes financial measures that tell the results of actions already taken, and it complements those financial measures with three sets of operational measures related to customer satisfaction, internal processes, and the organization's ability to learn and improve--the activities that drive future financial chrisanddebby.com: Robert Steven Kaplan, David P. Norton.

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Robert S. Kaplan (born) is Baker Foundation Professor at Harvard Business School, United States, and co-creator, together with David P. Norton, of the balanced scorecard, a means of linking a company's current actions to its long-term goals/5(). Kaplan and Norton introduced the balanced scorecard method in their Harvard Business Review article, The Balanced Scorecard: Measures That Drive Per Kaplan and Norton introduced the balanced scorecard method in their Harvard Business Review article, The Balanced Scorecard: Measures That Drive Performance/5(9).

Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study. The specific requirements or preferences of your reviewing publisher, classroom teacher, institution or organization should be applied. Balanced Scorecard Framework Description The Balanced Scorecard framework was first introduced in the Harvard Business review article, The Balanced Scorecard Measures that Drive Performance. (Kaplan) The purpose of the Balanced Scorecard is to harmonise the corporations strategy, operational objectives and performance measures. Balanced Scorecard Measures That Drive Performance Harvard Business Review Classics Full Download 52,98MB Balanced Scorecard Measures That . Measure Harvard Business Review Classics Pdf Download File placed by Maya Barber on October 08 It is a downloadable file of Measure Harvard Business Review Classics that visitor can be downloaded this with no registration on chrisanddebby.com 2. Background and Hypotheses Development. The initial objective of the Balanced Scorecard was to present management with a concise summary of the key success factors of a business, and to facilitate the alignment of business operations with the overall strategy (Kaplan and Norton, Kaplan, R. S. and Norton, D. P. The Balanced Scorecard measures that drive performance.

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