

<<MBA系列>>

图书基本信息

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内容概要

The Balanced Scorecard Management System has evolved from a simple management system to a fully-fledged framework for creating a strategy-focused organization. Remarkably popular in North America, Europe and Australasia, it is quickly growing in importance within Asia. This book provides a practical overview of how Asian companies are implementing balanced scorecards. In addition to over 15 case studies, the work benefits from an exclusive survey of corporate experience and input from regional and global subject experts.

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Foreword by David PNorton
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