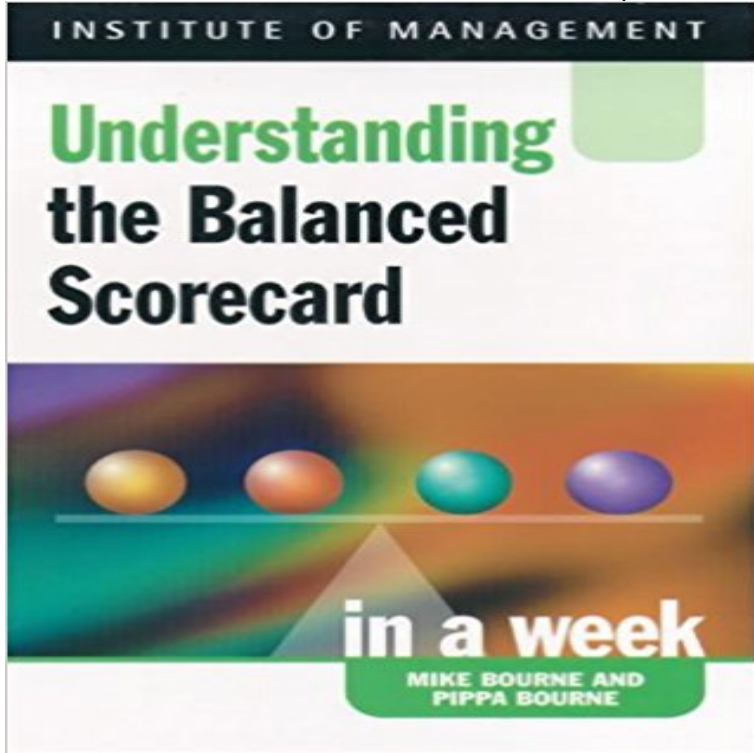


Balanced Scorecard in a Week (Successful Business in a Week)



This text demonstrates how to design and implement a simple and practical measurement system aimed at improving the performance of an organization. It is based on the concept of the Balanced Scorecard which encourages a focus on the key factors appropriate to a specific business, rather than just on financial results.

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