

[Mobile book] The Balanced Scorecard: Turn your data into a roadmap to success (Management Marketing Book 20)

## The Balanced Scorecard: Turn your data into a roadmap to success (Management Marketing Book 20)

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**50MINUTES.COM : The Balanced Scorecard: Turn your data into a roadmap to success (Management Marketing Book 20)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Balanced Scorecard: Turn your data into a roadmap to success (Management Marketing Book 20):

0 of 0 people found the following review helpful. No practical substance By LeRoy E. Jones This didn't even give an example dashboard or scorecard with measurements. This level of understanding could probably be gotten from web

searches rather than buying this book.

Turn your data into a roadmap to success! This book is a practical and accessible guide to understanding and implementing the Balanced Scorecard, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Evaluate company performance and management efficiency
- Focus on all perspectives of the business at once
- Successfully apply the Balanced Scorecard to your business

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