《哈佛商业评论之绩效评价 HBR ON MEASURING CORPORATE PERFORMA》

书籍信息

版次:1 页数:229 字数:

印刷时间:2004年01月01日

开本:20开 纸张:胶版纸 包装:平装 是否套装:否

国际标准书号ISBN: 9780875848822

内容简介

Collection of articles, including 3 seminal articles on the balanced scorecard by Kaplan & Norton, addresses the challenges of evaluating performance measures & aligning your coporate strategy accordingly, & offering leading insights from such leading thinkers as Peter Drucker.

目录

The Information Executives Truly Need PETER F. DRUCKER The Performace Measurement Manifesto ROBERT G.ECCLES Tapping the Full Potential of ABC JOSEPH A.NESS AND THOMAS G.CUCUZZA How High Is Your Return on Management ROBERT SIMONS AND ANTONIO DAVILA How the Right Measures Help Teams Excel CHRISTOPHER MEYER The Balanced Scorecard - Measures that Drive Performance ROBERT S. KAPLAN AND DAVID P.NORTON Putting the Balanced Socore to Work ROBERT S.KAPLAN AND DAVID P. NORTON Using the Bananced Scorecard as a Stragegic Manangement System ROBERT S. KAPLAN AND DAVID P. NORTON About the Contributors Index

版权信息

本站所提供下载的PDF图书仅提供预览和简介,请支持正版图书。 更多资源请访问www.tushupdf.com