



Balanced Scorecard Evolution: A Dynamic Approach to Strategy Execution (Hardback)

By Paul R. Niven

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. New. Language: English . Brand New Book. The best plan is useless without effective execution The future of business has become so unpredictable that your five-year plan may be irrelevant next week. To succeed in the modern market, you must constantly assess your progress and adapt on the fly. Agility, flexibility, continual learning, and adaptation are the new rules of business success. A differentiating strategy is crucial, but it will only lead to competitive advantage if you execute it flawlessly. You ll succeed only if you have the right insight for strategic planning and the agility to execute your plan. Balanced Scorecard Evolution: A Dynamic Approach to Strategy Execution provides the latest theory and practice from strategic planning, change management, and strategy execution to ensure your business is flexible, future ready, and primed for exceptional execution. Author Paul R. Niven guides you through the new principles of The Balanced Scorecard and shows you how to apply them to your planning and strategy execution endeavors. * Read case studies that illustrate the theory and practice of strategic agility and execution * Learn how to create the objectives, measures, targets, and strategic...



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