

# Harvard Business Review on Measuring Corporate Performance



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著者:HARVARD BUSINESS REVIEW

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## Book Description

### Leading Minds and Landmark Ideas In An Easily Accessible Format

From the preeminent thinkers whose work has defined an entire field to the rising stars who will redefine the way we think about business, The Harvard Business Review Paperback Series delivers the fundamental information today's professionals need to stay competitive in a fast-moving world.

The works collected in Harvard Business Review on Measuring Corporate Performance--including the three groundbreaking articles on the balanced scorecard by Kaplan and Norton--offer managers practical guidance for measuring their intangible assets (customer relationships, internal business processes, and employee learning) and aligning corporate strategy accordingly. A Harvard Business Review Paperback.

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

### About HBR

Harvard Business Review is a general management magazine published since 1922 by Harvard Business School Publishing, owned by the Harvard Business School. A monthly research-based magazine written for business practitioners, it claims a high ranking business readership and enjoys the reverence of academics, executives, and management consultants. It has been the frequent publishing home for well known scholars and management thinkers, among them Clayton M. Christensen, Peter F. Drucker, Michael E. Porter, Rosabeth Moss Kanter, Gary Hamel, C.K. Prahalad, Robert S. Kaplan, and others. Management and business concepts and terms such as "Balanced scorecard," "Core competence," "Strategic intent," "Reengineering," "Globalization," "Marketing myopia," and "Glass ceiling" were first given prominence in HBR's pages. Its worldwide English-language circulation is 240,000, and there are 11 licensed editions of the magazine, including two Chinese-language editions, a German edition, and an English-language South Asia edition. The magazine is editorially independent of Harvard Business School. It is not peer reviewed.

### About Harvard Business School Press

Since 1984, Harvard Business School Press has been dedicated to publishing the most contemporary management thinking, written by authors and practitioners who are leading the way. Whether readers are seeking big-picture strategic thinking or tactical problem solving, advice in managing global corporations or for developing personal careers, HBS Press helps fuel the fire of innovative thought. HBS Press has earned a reputation as the springboard of thought for both established and emerging business leaders.

### Book Dimension

length: (cm)21.3 width:(cm)14.2

作者介绍:

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标签

商业

管理咨询

评论

too general to apply, but deserve a quick skim, maybe explore more in the future

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书评

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