



Balanced Scorecard für Dummies (German Edition)

Charles Hannabarger, Frederick Buchman, Peter Economy

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Die Balanced Scorecard hat sich in den letzten Jahren zu einem beliebten Führungsinstrument entwickelt. In 'Balanced Scorecard für Dummies' erklären Ihnen die Autoren zunächst die Grundlagen der Balanced Scorecard und zeigen auf, wie Sie eine Balanced Scorecard planen, einführen und umsetzen. Dann gehen Sie jeweils auf die einzelnen Perspektiven (Kundenperspektive, Finanzperspektive, interne bzw. Prozessperspektive und Wachstumsperspektive) ein. Dabei erklären sie, was Sie unter den einzelnen Perspektiven verstehen, wie Sie sie entwickeln und die daraus gewonnenen Kennzahlen auswerten.

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