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The world was introduced to the concept in a 1992 Harvard Business Review article, "The Balanced Scorecard—Measures that Drive Performance." 1 That article was based on a research project conducted

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by Norton's consulting firm, which studied performance measurement in companies whose value creation was highly dependent on intangible assets. 2 As strident advocates for the power of measurement to

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This is important as Robert Kaplan and David Norton have managed to keep the concept fresh and aligned with current management thinking. The downside of this is that the understanding of the Balanced Scorecard concept

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varies widely depending on when individuals learnt about the Balanced Scorecard.

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is commonly understood as a strategic planning and management system that is used for the last two decades. But the origins of BSC dates to the 19th century. Today it is used around the globe in civil



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