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David Norton and I introduced the balanced scorecard in a 1992 Harvard Business Review article (Kaplan & Norton, 1992). The article was based on a multi-company research project that studied performance measurement in companies whose intangible assets played a central role in value creation (Nolan & Norton, 1991).

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Big Four accounting firms - Wikipedia

The balanced scorecard is a strategy performance management tool – a semi-standard structured report, that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions.

Balanced scorecard - Wikipedia

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Coordinates. The United States of America (USA), commonly known as the United States (U.S. or US) or America, is a country composed of 50 states, a federal district, five major self-governing territories, and various possessions.

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