



# The Balanced Scorecard: Turn your data into a roadmap to success

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This book is a practical and accessible guide to understanding and implementing the Balanced Scorecard, providing you with the essential information and saving time.

*In 50 minutes you will be able to:*

- \* Evaluate company performance and management efficiency
- \* Focus on all perspectives of the business at once
- \* Successfully apply the Balanced Scorecard to your business

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