

## ALIGNMENT USING THE BALANCED SCORECARD TO CREATE CORPORATE SYNERGIES%0A

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Alignment: Using the Balanced Scorecard to Create ... Alignment: Using the Balanced Scorecard to Create Corporate Synergies, Robert S. Kaplan, David P. Norton, Harvard Business School Press, April 2006.

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Alignment: Using the Balanced Scorecard to Create ... The fourth book in the series by Kaplan and Norton building on their classic, "The Balanced Scorecard." In this work, the focus is on creating alignment throughout the organization from the executive team, through operational and supporting units, and ultimately to the frontline employee.

Alignment: Using the Balanced Scorecard to Create ... Alignment: Using the Balanced Scorecard to Create Corporate Synergies. Balanced Scorecard; ; . Boston: Harvard Business School Press, 2006. [ ]

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Alignment: Using the Balanced Scorecard to Create ... Purpose The balanced scorecard (BSC), first created by Kaplan and Norton in 1992, has been developed over the last 20 years, resulting in numerous iterations.

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In this book, the authors apply their revolutionary Balanced Scorecard management system to corporate-level strategy, revealing how highly successful enterprises achieve powerful synergies by explicitly defining corporate headquarters role in setting, coordinating, and overseeing organizational strategy.

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