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Amazon.com: The Execution Premium: Linking Strategy to ...

The Execution Premium Linking Strategy to Operations for Competitive Advantage ... Kaplan and David P. Norton created the Balanced Scorecard and Strategy Maps and have

The Execution Premium - The Economist

With "The Execution Premium", Kaplan and Norton wrap up their 5 book series on the measurement and management of strategy. Most of the groundbreaking new concepts and ideas, most notably the Balanced Scorecard and Strategy Maps, have been presented in the previous 4 books.

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The must-read summary of Robert Kaplan and David Norton's book: "The Execution Premium: Linking Strategy to Operations for Competitive Advantage". This complete summary of the ideas from Robert Kaplan and David Norton's book "The Execution Premium" explains that the concept of an "execution premium" is the extraordinary value which gets created by an organisation when it clarifies its strategy ...

The Execution Premium - Must Read Summaries

Sin embargo, la mayoría de las empresas aún no ha desarrollado un sistema para gestionar su proceso más importante: cómo desarrollar y ejecutar sus estrategias. En The Execution Premium, Robert Kaplan y David Norton demuestran que las empresas que utilizan un sistema formal de implementación de la estrategia sin duda superan a sus pares.

The Execution Premium - Robert S. Kaplan, David P. Norton ...

Owing to execution failures, companies realize just a fraction of the financial performance promised in their strategic plans. It doesn't have to be that way, maintain Robert Kaplan and David Norton in The Execution Premium.

Execution Premium: Linking Strategy to Operations for ...

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The Execution Premium - Google Books

The Execution Premium: Linking Strategy to Operations for Competitive Advantage (HBS Press) shows managers how to weave organizational principles into a more effective management system that respects the differences between strategy and operations yet integrates them in a powerful

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