

## Performance measurement with the balanced scorecard: a practical approach to implementation within SMEs

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### Abstrak

[Do we really know the critical phenomena that are linked to how enterprises function and the dynamics of their relationships with customers, suppliers and competitors? Are their decision-making processes founded upon a set of performance measurements that were accurately designed and systematically elaborated? The above questions are the focus of this book, as is the following premise: enterprises need a system to measure their critical performances so they can be managed effectively ; metaphorically speaking, enterprises need a ""management dashboard"" to serve as a navigational aid. , Do we really know the critical phenomena that are linked to how enterprises function and the dynamics of their relationships with customers, suppliers and competitors? Are their decision-making processes founded upon a set of performance measurements that were accurately designed and systematically elaborated? The above questions are the focus of this book, as is the following premise: enterprises need a system to measure their critical performances so they can be managed effectively ; metaphorically speaking, enterprises need a ""management dashboard"" to serve as a navigational aid. ]