



Balanced Scorecard Success: The Kaplan-Norton Collection (4 Books)

Robert S. Kaplan, David P. Norton

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This collection highlights the most important ideas and concepts from Robert S. Kaplan and David P. Norton, authors of *The Balanced Scorecard*, a revolutionary performance measurement system that allows organizations to quantify intangible assets such as people, information, and customer relationships. Also included are *Strategy Maps*, which enables companies to describe the links between intangible assets and value creation with a clarity and precision never before possible; *The Execution Premium*, which describes a multistage system to help companies to gain measurable benefits from carefully formulated business strategy; and *The Strategy-Focused Organization*, which introduces a new approach to make strategy a continuous process owned not just by top management, but by everyone.

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