



# **Translating Strategy into Action - Using the Balanced Scorecard: an Implementation Guide for Small and Medium-Sized Enterprises**

*Peter Muckenhuber*

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# Translating Strategy into Action - Using the Balanced Scorecard: an Implementation Guide for Small and Medium-Sized Enterprises

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The successful strategy translation is a major task for each top management. So far many managers are faced with not really having a workable strategy translation tool. This book represents a workable Balanced Scorecard implementation guide for small and medium-sized enterprises. At the beginning the survey gives an overview about the strategic planning process. The core of the investigation is the translation process from strategic goals to a Balanced Scorecard as well as the implementation aspects, like company-wide implementation or the combination of Management by Objectives and the Balanced Scorecard. Finally, for the theoretical part, the critical success factors for a successful implementation are discussed. In conclusion, this book is addressed to all project teams, managers and entrepreneurs who are interested in implementing the Balanced Scorecard. The provided information covers the strategy translation, project management and critical success factors to put the Balanced Scorecard into practice.

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