



Le tableau de bord prospectif (Gestion & Marketing (nouvelle édition) t. 20) (French Edition)

Alice Sanna, 50 minutes

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Le tableau de bord prospectif, plus connu sous l'appellation du balanced scorecard, est un outil qui fut conçu par Norton et Kaplan. Cet outil part du principe que tels des pilotes d'avion qui se doivent de maîtriser l'ensemble des paramètres en cours de vol, les managers doivent tenir compte des quatre grands axes transversaux d'une organisation (la finance, la dimension humaine, les processus organisationnels internes et l'innovation) lorsqu'ils prennent des décisions

Ce livre vous aidera à :

- Comprendre l'importance des quatre composantes de la Balanced Scorecard
- Mettre en place les indicateurs de performance adéquats pour une meilleure prise de décisions ;
- Adapter votre réflexion stratégique en tenant compte de l'approche globale de l'entreprise

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