

Essential of strategic management theory (2Strategic management series) (Volume 2)



This manual is the book to master a way of mastering the balanced scorecard to be being bathed in the footlights as the global competitive advantage management skill of the business reform which aims at doing best with the whole by tactically. You can learn how to design the SWOT and Strategic Map by many case study. In addition you can get the point of project management of Balanced Scorecard. With the this manual, the business person not to know whether or not it is how one with the balanced scorecard at all understands the basic mechanism of the balanced scorecard and the ability up can be attempted in the level to master by its power. Here, lets introduce contents in each chapter. In Chapter 1, you will know the mechanism of the balanced scorecard well. It takes up about the basic mechanism and the 4 corner viewpoint of the balanced scorecard which is indispensable to reform business. In Chapter 2, you will know SWOT analysis! It introduces the basic structure of the SWOT analysis which is the indispensable tool to master the balanced scorecard and practicing how to use. In Chapter 3, you will master strategy mapping! It clarifies the basic mechanism of the strategy mapping to use by the balanced scorecard and can put the approach which masters a balance scorecard tactically to the body. In Chapter 4, you will master IT management and the relevance to the balanced scorecard. It introduces the ability to utilize IT and the managing sense which is indispensable to reform business from the viewpoint of IT management. By above composition, as the tactical tool of the business reform, the body has a way of mastering the balanced scorecard. It expects that it is read and that it plays an active part in the field of the practice of the business in the this manual.

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