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management part ii robert s kaplan and david p norton robert s kaplan is a professor at harvard university and

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previous paper kaplan and norton 2001b we described the role for strategy,

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management 1992 Robert Kaplan and David Norton presented their first
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leaders fail Isolation and inability to learn They are"**KAPLAN AMP
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Organisations need to find a way to express their strategy simply and understandably – but that way also needs to reflect the complexity of their relationships and activities One increasingly popular framework to combine these qualities is the balanced scorecard BSC and specifically the more recent incarnation the strategy map At its simplest'

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