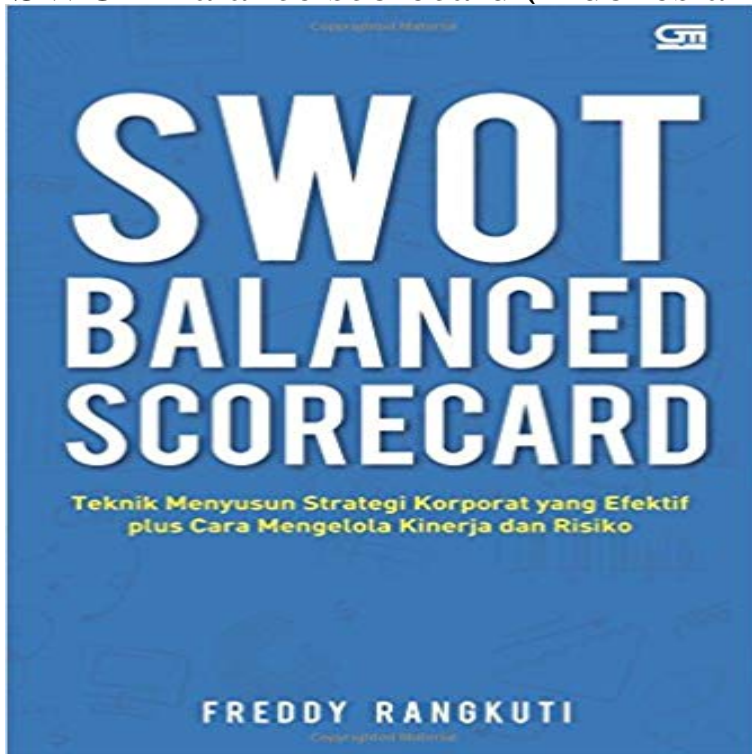


SWOT Balance scorecard (Indonesian Edition)



Sinopsis: Alat ukur yang paling banyak digunakan dalam dunia usaha saat ini adalah Analisis SWOT dan Balanced Scorecard. Freddy Rangkuti menggabungkan dua model populer tersebut menjadi kekuatan baru yang berdampak sangat dahsyat terhadap strategi dan kinerja perusahaan. Penggunaan kedua alat ukur ini secara sinergis akan menghasilkan kecepatan dan kemudahan dalam memantau dan mengendalikan jalannya suatu bisnis. Dalam buku ini, pembaca tidak hanya sekedar mempelajari teori, tetapi juga diajak langsung mengimplementasikan SWOT Balanced Scorecard. Buku ini membunikan SWOT Balanced Scorecard dengan berbagai contoh kasus agar mudah diikuti oleh pembaca awam sekalipun. Anda juga akan menemukan beragam contoh kuesioner, seperti Kuesioner Riset SWOT Balanced Scorecard Development Tool, Kuesioner OCAI, Kuesioner Riset SWOT, serta contoh kasus pengukuran risiko. Anda akan dipandu untuk menerjemahkan visi, misi, strategi, dan program korporat ke dalam seperangkat ukuran yang tepat. Semua ukuran tersebut disusun secara komprehensif dan terintegrasi dengan tujuan strategis, sasaran strategis, target, dan Key Performance Indicators.

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