



# Beyond the Balanced Scorecard: Improving Business Intelligence with Analytics

*Mark Graham Brown*

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## **Improve the "Health" of Your Organization by Using the Right Metrics!**

The vast majority of companies use some form of balanced scorecard to measure performance measures, yet recent research suggests that most scorecards are based on singular, unsophisticated measurements, providing flawed data on the state of the organization.

*Beyond the Balanced Scorecard: Improving Business Intelligence with Analytics*, by Mark Graham Brown, provides managers with the right metrics for evaluating important aspects of performance that are not accurately tracked by most companies and government organizations.

Strategy and Financials This book will show you how to construct a performance index, as well as provide you with example metrics of various aspects of performance that are difficult to measure.

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