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Covertng intangible assets into outcomes reflected in financial perspective is what strategy map does. It also provide holistic view for corporation that enable integration to achieve setted objectives.

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new tool based on their ongoing research. The strategy map allows companies to describe the links between intangible assets and value creation so all aspects of strategy can be implemented in a manner that ensures sustained value creation. The strategy map allows managers to align investments in people, technology and organization capital for the greatest impact. By paying close

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strategy with the most important intangible assets: human capital, information capital, and organization capital. Customize... your strategy map to each value proposition you can use to generate profits: (1) low total cost; (2) product leadership; (3) customer solutions; or (4) product lock-in. Energize... everyone in your organization to achieve the performance targets of

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What we have in Strategy Maps are two separate but related components: Further development and refinement of core concepts introduced in the earlier two books, and, a rigorous examination of new ideas and new applications by which to convert intangible assets into tangible outcomes.

Strategy Maps: Converting Intangible Assets into Tangible ...

The must-read summary of Robert S. Kaplan and David P. Norton's book: "Strategy Maps: Converting Intangible Assets into Tangible Outcomes". This complete summary of the ideas from Robert S. Kaplan and David P. Norton's book "Strategy Maps" shows that many businesses share the same problem: they have intangible assets that cannot be measured and counted as market value.

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In their third book, *Strategy Maps: Converting Intangible Assets into Tangible Outcomes*, (Harvard Business School Press, 2004) Robert S. Kaplan and David P. Norton delve further into strategy. The need to do so arises from a look into the history of strategy.

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Strategy Maps: Converting Intangible Assets into Tangible Outcomes by Robert S. Kaplan and David P. Norton

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reveals how an organization can link performance measures covering the areas of operations, customer relationships, innovation, and regulatory and social processes to its mission and then leverage these 'strategy maps' to drive performance improvements.

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A strategy map is a diagram that is used to document the primary strategic goals being pursued by an organization or management team. It is an element of the documentation associated with the

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Balanced Scorecard, and in particular is characteristic of the second generation of Balanced Scorecard designs that first appeared during the mid-1990s. The first diagrams of this type appeared in the early ...

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