

MONITORING ORGANIZATIONAL PERFORMANCE THROUGH SCOREBOARD

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Abstract

One of the weak links of an organization is to assess performance. Performance is measured through a set of indicators with lower degrees of complexity or higher and must not be limited to knowledge of a result. In this regard, management practice has shown that an organization performing better exploit the opportunities of the environment, "going" easier than "obstacles" that he can put them, higher quality and quantity meet a certain segment of social need, get competitive advantage in specific market acting.

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