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ARTICLES "What Effective General Managers Really Do" by John P. Kotter (Harvard Business Review, March "April 1999, Product no. 3707) Agap has existed betw een the conventional wisdom about how managers work and the actual behavior of effective managers.

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David Norton and I introduced the Balanced Scorecard in a 1992 Harvard Business Review article (Kaplan & Norton, 1992). The article was based on a multi-company research project to study performance measurement in companies whose intangible assets played a central role in value creation (Nolan Norton Institute, 1991).

### **Conceptual Foundations of the Balanced Scorecard 3.17.10**

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### **Design Thinking in Harvard Business Review | ideo.com**

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Blue Ocean Strategy harvard business review â€” october 2004 page 2 W. Chan Kim (chan.kim@insead.edu) is the Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy

### **Blue Ocean Strategy - Prince Sultan University, Riyadh**

Harvard Business Review (HBR) is a general management magazine published by Harvard Business

Publishing, a wholly owned subsidiary of Harvard University. HBR is published six times a year and is headquartered in Watertown, Massachusetts.

### **Harvard Business Review - Wikipedia**

Harvard Business Review RED OCEAN TRAPS Harvard Business Review March 2015. Summary: In this new Harvard Business Review article, the authors of Blue Ocean Strategy, W. Chan Kim and Renée Mauborgne, identify mental models that undermine market-creating strategies.

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