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Strategy Map Concepts in a Balanced Scorecard Cockpit Improve Performance

Bo Hu , Ulrike Leopold-Wildburger , Jürgen Strohhecker

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Highlights

- Comparison of business reporting tools within a theoretical and empirical study.
- Impact and evaluation of different management cockpits on performance.
- Showing advantage of system dynamics design as a manual closed-loop control task.
- Advantage of system dynamics simulation for management Cockpits.

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