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David P. Norton es fundador de Balanced Scorecard Collaborative y director de Palladium Group. Junto con Robert S. Kaplan es coautores de los títulos Cuadro de Mando Integral (1996), Cómo utilizar el cuadro de Mando Integral (2000), Mapas Estratégicos (2004) y Alignment (2006), publicados por Gestión 2000.

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Robert Samuel Kaplan (born 1940) is an American accounting academic, and Emeritus Professor of Leadership Development at the Harvard Business School, known as co-creator, together with David P. Norton, of the Balanced Scorecard.

**Robert S. Kaplan - Wikipedia**

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Execution Premium Robert S Kaplan Bio. Robert S. Kaplan is Senior Fellow and Marvin Bower Professor of Leadership Development, Emeritus at the Harvard Business School. He joined the HBS faculty in 1984 after spending 16 years on the faculty of the business school at Carnegie-Mellon University, where he served as Dean from

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