

# Strategy Maps Converting Intangible Assets Into Tangible Outcomes Robert S Kaplan | 96c4340e2584a23602907ed7257c937d

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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 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

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early ...

[Amazon.com: The Balanced Scorecard: Translating Strategy ...](#)

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Robert S. Kaplan and David P. Norton, Strategy Maps: Converting Intangible Assets into Tangible Outcomes, Harvard Business School Press, 2004 . Robert S. Kaplan and David P. Norton, ...

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[Robert S. Kaplan - Wikipedia](#)

Strategy Maps: Converting Intangible Assets into Tangible Outcomes. Boston: Harvard Business School Press, 2004. Boston: Harvard Business School Press, 2004. View Details

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The Company's intangible assets are amortized on a straight-line basis over their estimated useful lives. Intangible assets with finite lives are reviewed for impairment whenever

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En el campo de los negocios, el concepto de los mapas estratégicos fue desarrollado por Robert Kaplan y David P. Norton, y plasmado en el libro de ambos Strategic Maps [1]. El concepto fue introducido previamente por ellos mismos en el libro Balanced Scorecard (conocido en castellano como

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