

Cambridge University Press

0521812437 - Rethinking Performance Measurement: Beyond the Balanced Scorecard

Marshall W. Meyer

Copyright Information

[More information](#)

# Rethinking Performance Measurement

## Beyond the Balanced Scorecard

MARSHALL W. MEYER

*The Wharton School, University of Pennsylvania*



**CAMBRIDGE**  
UNIVERSITY PRESS

Cambridge University Press

0521812437 - Rethinking Performance Measurement: Beyond the Balanced Scorecard

Marshall W. Meyer

Copyright Information

[More information](#)

---

PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE  
The Pitt Building, Trumpington Street, Cambridge CB2 1RP, United Kingdom

CAMBRIDGE UNIVERSITY PRESS

The Edinburgh Building, Cambridge, CB2 2RU, UK

40 West 20th Street, New York, NY 10011-4211, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

Ruiz de Alarcón 13, 28014 Madrid, Spain

Dock House, The Waterfront, Cape Town 8001, South Africa

<http://www.cambridge.org>

© Marshall W. Meyer 2002

This book is in copyright. Subject to statutory exception  
and to the provisions of relevant collective licensing agreements,  
no reproduction of any part may take place without  
the written permission of Cambridge University Press.

First published 2002

Reprinted 2004

Printed in the United Kingdom at the University Press, Cambridge

*Typeface* Sabon 10/13 pt    *System* L<sup>A</sup>T<sub>E</sub>X 2<sub>ε</sub> [TB]

*A catalogue record for this book is available from the British Library*

ISBN 0 521 81243 7 hardback