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( , ' ).

: 1)

; 2)

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[1]:

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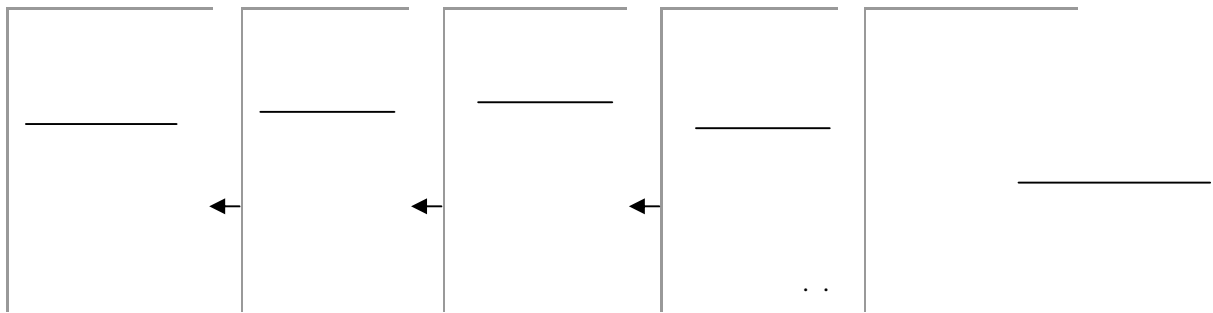
;

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( ) [1];

[2].

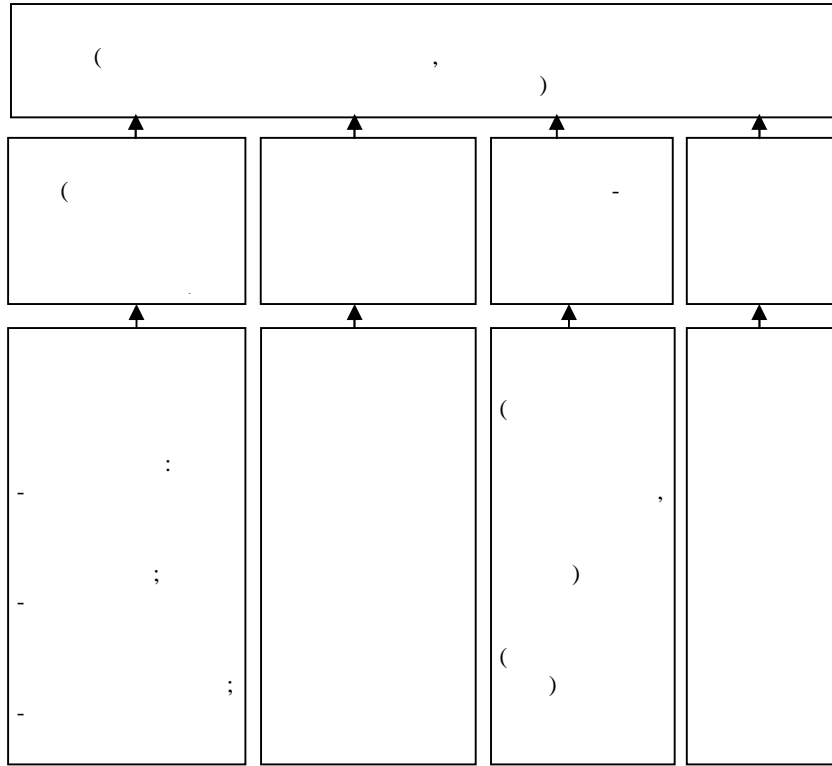
. 1.



. 1.

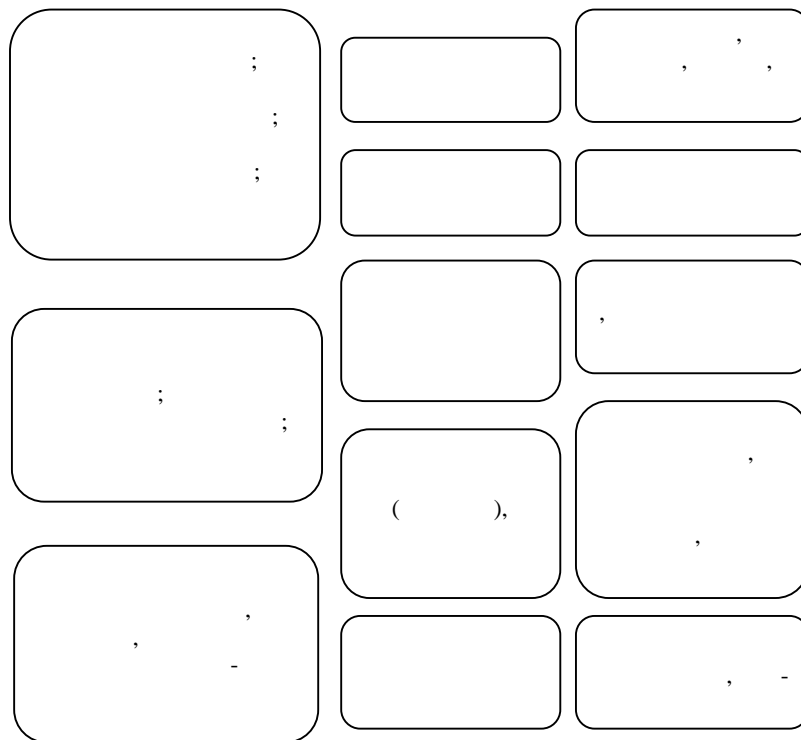
(BSC – Balanced Scorecard) –

( . 2) [3].



.2.

( . 3) [4],



.3.

( 0,7-0,8)

[5]:

1)

; 2)

; 3)

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« » « »

» [6].

( ), ( 3).

( . . . )

) [4].

( )

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1. [ ]. – : <http://www.moluch.ru/archive/25/2688/>.
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22.08.2012 .