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## Revenue Capture Scorecard: How to Grow Your Business Using Action Steps, Metrics and a Planned Process

By Paul R Dimodica

Johnson Hunter, United States, 2014. Paperback. Book Condition: New. 213 x 137 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Prior to forming his own companies, Paul DiModica was Vice President of Strategic Development for Renaissance Worldwide, a public company headquartered in Boston, Massachusetts. Renaissance was originally called The Registry, Inc., which purchased the consulting firm Renaissance Solutions Inc., owned by David Norton. Norton co-authored the book The Balanced Scorecard with Robert Kaplan. After observing the Balanced Scorecard s original practice, he identified what he believes is an operational gap in its design and ultimate deployment. What he discovered was that the Balanced Scorecard is a strong management tool for large multi-national companies, such as Ford, IBM, American Express, and others that have well-established and mature business success models, revenue growth year over year that is incremental, and a corporate financial momentum that is solidified. Although he recommends the Balanced Scorecard concept to any company that is comfortable with its business model being mature and is looking to build a business process that is focused on operational and systems excellence only-based on his observations, the Balanced Scorecard process holds back the agility and ability of small- to...



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