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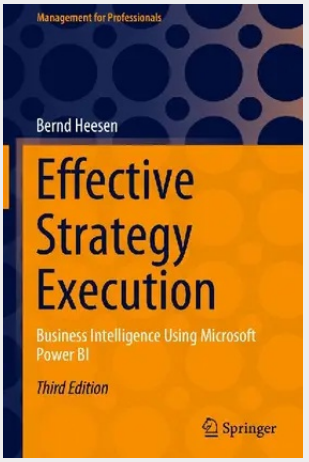
Effective Strategy Execution

Business Intelligence Using Microsoft Power BI

Turbulent times require new approaches to strategy execution. This book demonstrates how the use of business intelligence can enhance performance by fostering a shared understanding of the strategy through a Value Scorecard. It also outlines the Strategic Alignment Process for measuring and monitoring performance. The Strategic Alignment Remote Control is presented as the ultimate tool for managers to maintain control of their business.

The third edition of this book has been updated and improved. Seven case studies utilizing business intelligence applications such as Microsoft Excel and Microsoft Power BI have been added in Chapter 6, titled 'Business Intelligence in Practice.' These case studies enable readers to learn how to work with key performance indicators and visualize them.

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