

Analysis of Company Strategic Potential in Complex management Analysis of Economic Activity

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Key words and phrases: balanced scorecard; key factors of success; human capital; structural analysis; client capital; organizational capital; hidden assets.

Abstract: The paper presents the results of the research into one of the existing theories of balanced scorecard. The complex management analysis which determines the possibilities of long-term success of the organization is in the center of attention. The principles, main directions and sequence of the presented analysis based on the experience of the leading scientists of Russian and abroad are stated. Matters of evaluation and analysis of strategic potential are becoming the most important for business development.