



Maverick Lodging

Luann J.; Brownlee, E. Richard II Lynch

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In this case, Maverick Lodging, a hotel-management company, assesses the initial effectiveness of its recently implemented balanced scorecard system. The case gives students exposure to (1) determining an appropriate management-control and performance-measurement system for an organization once its strategy and structure have been established, (2) evaluating the design and implementation of a comprehensive balanced scorecard framework, (3) analyzing the usefulness of flexible budgeting as part of a balanced scorecard, and (4) assessing the performance of operating managers...

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