

## Recommended Reading

- *Keeping Score* – Mark Graham Brown  
Brown has a down to earth writing style that is easy to read. He takes some of the “academic” language out of his books, which makes the information a little easier to apply to the real world. It’s a close toss-up between this book and the next one listed as the best one to read first.
- *The Balanced Scorecard* – Robert S. Kaplan & David P. Norton  
This is the book that started the Balanced Scorecard popularity. It is an excellent first book to read on the subject.
- *The Strategy Focused Organization* – Robert S. Kaplan & David P. Norton  
This is a follow-up to Kaplan and Norton’s first book. Some of the lessons learned from their first book are in this one. It is good reading, but recommend it after reading Mark Graham Brown’s book, *Keeping Score*.
- *Winning Score* – Mark Graham Brown  
This is a good book to read to avoid some of the pitfalls of developing a scorecard. He talks about the lessons learned since 1992, when the balanced scorecard was first introduced.
- *The Six Sigma Way* – Peter S. Pande, Robert P. Neuman, & Roland R. Cavanagh  
Motorola and GE have incorporated this strategy into their scorecards. It provides an in-depth guide to fully implement Six Sigma. Six Sigma is an analytical process that is used to refine scorecards.
- *The Great Game of Business* – Jack Stack  
Open Book Management uses many of the same concepts of a Balanced Scorecard. It talks about selecting measures important to the success of the company and sharing them with everyone in the company. The easy reading style presents outstanding management information. This book should be high on any business counselor’s reading list. It shows how a company can be focused on the numbers while keeping work fun – hence the name GAME of Business.
- *Open Book Management* – John Case  
John Case uses Jack Stack as an example for his book. He shows how the principles of the *Great Game of Business* can apply to any kind of organization.
- *The Memory Jogger Plus+* - Michael Brassard  
This book explains a number of facilitation techniques that make groups and teams more effective. It is an excellent resource to have in every counselor’s office.