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institutionalizing elements in the Balanced Scorecard in the book Strategy in action: a view based on institutional theory. Paschoal Tadeu Russo I; Claudio Parisi II; Evandir Megliorini III; Claudiane Barbosa de Almeida IV. I Ph.D. Candidate, Graduate Program in Accountancy and Controllership, Department of Accountancy and Actuarial Sciences, University of São Paulo ...

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