

CONTACT: Marc Gerrone
IMA
(201) 474-1502
mgerrone@imanet.org

Keren Schultz
Stern + Associates
(908) 276-4344, x-221
keren@sternassociates.com

FOR IMMEDIATE RELEASE

**IMA Director of Research and Professor-in-Residence
Co-Authors Balanced Scorecard Monograph**

Montvale, N.J., November 8, 2007 – The Institute of Management Accountants (IMA®), the world's leading organization representing the management accounting profession, today announced that IMA's Director of Research and Professor-in-Residence Raef Lawson, Ph.D., CMA, CFM, has written a monograph on best practices in scorecarding. The book, published by John Wiley & Sons, Inc., and titled **Scorecard Best Practices: Design, Implementation, and Evaluation**, was co-authored by Dr. Lawson, Toby Hatch, and Denis Desroches. It outlines how organizations can use scorecards to create an environment that is more open to strategy communication and which fosters a culture of collaboration and trust.

"Scorecards are an increasingly important performance management tool, helping managers to monitor the implementation of their organizational strategy," said Dr. Lawson. "My co-authors and I wrote this book as a resource for practitioners and academic alike, using research gathered from our international study of hundreds of companies."

According to Dr. Lawson, the book shows how organizations can use scorecards to better align their employee's performance with the organization's strategic goals. The book includes case studies of actual organizations that have demonstrated best practices in the design and implementation of their scorecard systems as well as a best practice checklist. These will help readers with any level of knowledge regarding scorecards to improve their utilization of this important management technique.

A well-respected expert in business performance management techniques, Dr. Lawson has served as IMA's Director of Research since 2005, where he is responsible for developing IMA's management accounting body of knowledge and where he edits IMA's new academic publication, the *IMA Educational Case Journal*. This past August, Dr. Lawson was promoted to the additional position of IMA Professor-in-Residence. His new responsibilities include serving as liaison between IMA and the U.S. academic community and promoting IMA's Foundation for Applied Research (FAR) grant program.

Prior to joining IMA, Dr. Lawson spent 20 years at the State University of New York (SUNY) at Albany, where he was an accounting professor and chair of the school's Department of Accounting and Law. In addition to this newly released book, Dr. Lawson has published numerous academic articles and directed research studies on a variety of management accounting topics.

For additional information on Dr. Lawson's book or to order a copy, please visit the John Wiley & Sons, Inc., website at <http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470129468.html>.

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