

*Naveen Jindal School of Management*

*The Performance Measurement Trap*

**UT Dallas Author(s):**

Dmitri Kuksov

**Citation:**

Kuksov, D., and J. M. Villas-Boas. 2019. "The performance measurement trap." *Marketing Science* 38(1): 68-87, doi: 10.1287/mksc.2018.1122

Copyright law restricts access to full text from Treasures @ UT Dallas to users with a valid UT Dallas NetID and password. Authorized users may click the link below to gain entry into the publisher's website.

<http://utd.edu/t/5309>