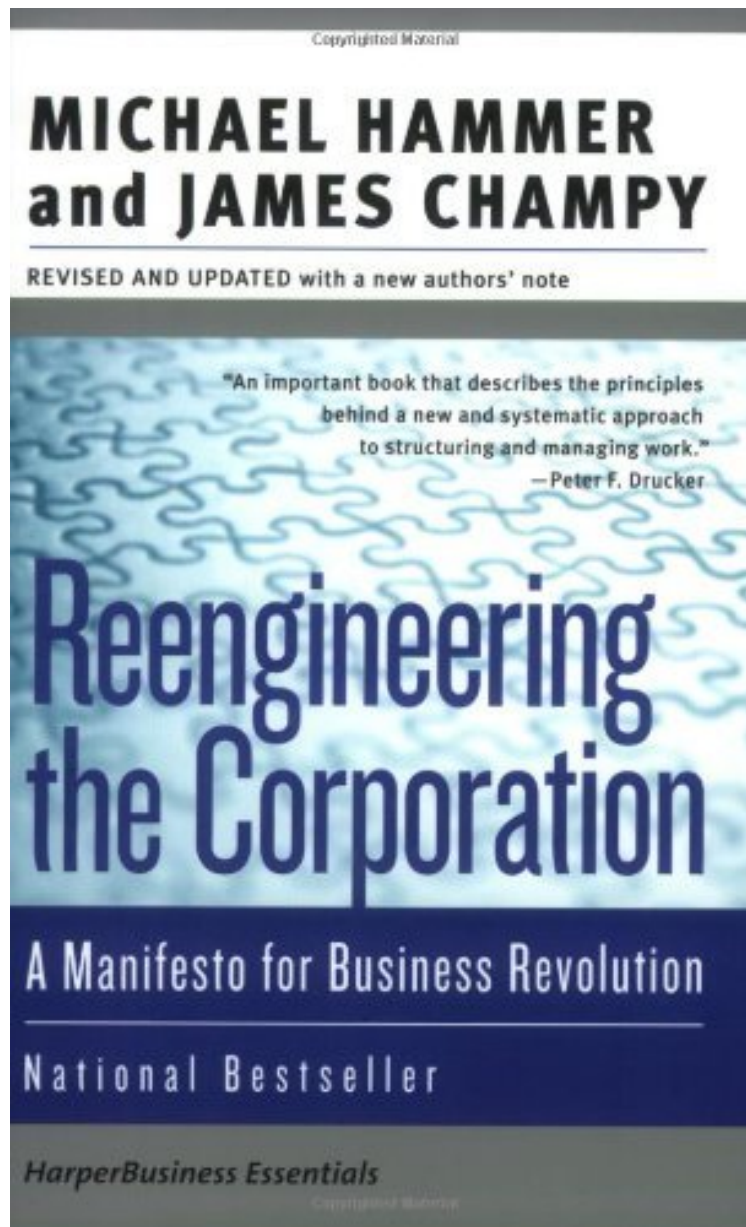


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Reengineering the Corporation: Manifesto for Business Revolution, A (Collins Business Essentials)

Michael Hammer, James Champy
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Michael Hammer, James Champy : Reengineering the Corporation: Manifesto for Business Revolution, A (Collins Business Essentials) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Reengineering the Corporation: Manifesto for Business Revolution, A (Collins Business Essentials):

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There are some books that introduce new concepts or approaches that lead to changes in the way we view the world around us. Some are fads and quickly disappear into a footnote, while others become part of a stream of thought that transforms the way we manage. Reengineering the Corporation is one of the latter types of books. While it was often used as prescriptive at the time it was introduced in 1994, it has become more about the paradigms of how we view the concept of how change is designed, led and measured in business. With the advent of broad integrated business systems that logically define many business relationships, the approach recommended in the initial printing has had to evolve to accommodate the development in IT applications, however, the concept of radical change presented here remains a valuable point on the timeline of the evolution of business process management thought. The book is well worth rereading.
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So many things have been written since this book that it almost seems useless to read THIS book. But I enjoy reading the original insights on occasion and connecting them with current thinking. Somewhat repetitive in terms of telling analysts they should think outside the box, and the examples used for illustrating certain points seem ancient, but overall a pretty good read.

The most successful business book of the last decade, Reengineering the Corporation is the pioneering work on the most important topic in business today: achieving dramatic performance improvements. This book leads readers through the radical redesign of a company's processes, organization, and culture to achieve a quantum leap in performance. Michael Hammer and James Champy have updated and revised their milestone work for the New Economy they helped to create -- promising to help corporations save hundreds of millions of dollars more, raise their customer satisfaction still higher, and grow ever more nimble in the years to come.

About the Author
Dr. Michael Hammer is the leading exponent of the concept of reengineering. He was named by BusinessWeek as one of the four preeminent management gurus of the 1990s and by Time as one of America's 25 Most Influential Individuals. He lives in Massachusetts.
James Champy is chairman of Perot Systems consulting practice. He is a leading authority on organizational change and development and business strategy. He lives in Massachusetts.