



Business Process Reengineering: Breakpoint Strategies for Market Dominance

Henry J. Johansson, Patrick McHugh, A. John Pendlebury, William A. Wheeler

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Business Process Reengineering BreakPoint Strategies for Market Dominance Business Process Reengineering shows you how to take the vital next step to attain market dominance and become a world leader

* A team of internationally recognized Coopers & Lybrand manufacturing consultants explain why they believe the business world needs to move beyond continuous improvement and TQM concepts to Business Process Reengineering (BPR).

* BPR involves a dramatic redesign of business processes, organization structures and use of technology, to achieve "breakthroughs" in business competitiveness.

* The book is based on the authors experience of extensive international work with leading corporations including AT&T, Asea Brown Boveri (ABB), Allied-Signal, and Coca-Cola & Schweppes (CC&SB).

* Focusing on the effectiveness of BPR, the book shows how companies can streamline operations, and inevitably cut costs, on the way to creating process excellence in all key aspects of the organization. Reengineering goes beyond continuous improvement "Continuous improvement is exactly the right idea if you are the world leader it is probably a disastrous idea if you are far behind in the world standard we need rapid, quantum-leap improvement. We cannot be satisfied to lay out a plan that will move us towards the existing world standard over some protracted period of time if we accept such a plan; we will never be the world leader." Paul O Neill, Chairman ALCOA

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