



Benchmarking for Best Practices: Winning Through Innovative Adaptation

By Christopher E. Bogan, Michael J. English

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Benchmark expert Christopher E. Bogan and corporate quality director Michael J. English walk management through their 9-step benchmarking model - from improving baseline trends to achieving world-class quality leadership. Recognizing that successful benchmarking often, demands dramatic changes in corporate attitudes - and an end to the "not invented here" mentality that stifles innovation - they arm readers with the weapons to: forge a learning organization ready to borrow successful ideas wherever they occur - inside or outside the firm; tailor benchmarking to a firm's unique identity - acknowledging that one company's "best practices" aren't always another's; sell benchmarking to even the most skeptical senior executives or "turf conscious" factory and line managers; and manage the total project - including determining what, and against whom, to benchmark.

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Benchmarking for Best Practices: Winning Through Innovative Adaptation By Christopher E. Bogan, Michael J. English Bibliography

- Sales Rank: #605168 in Books
- Published on: 1994-08-01
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 1.01" w x 7.70" l,
- Binding: Hardcover
- 312 pages

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