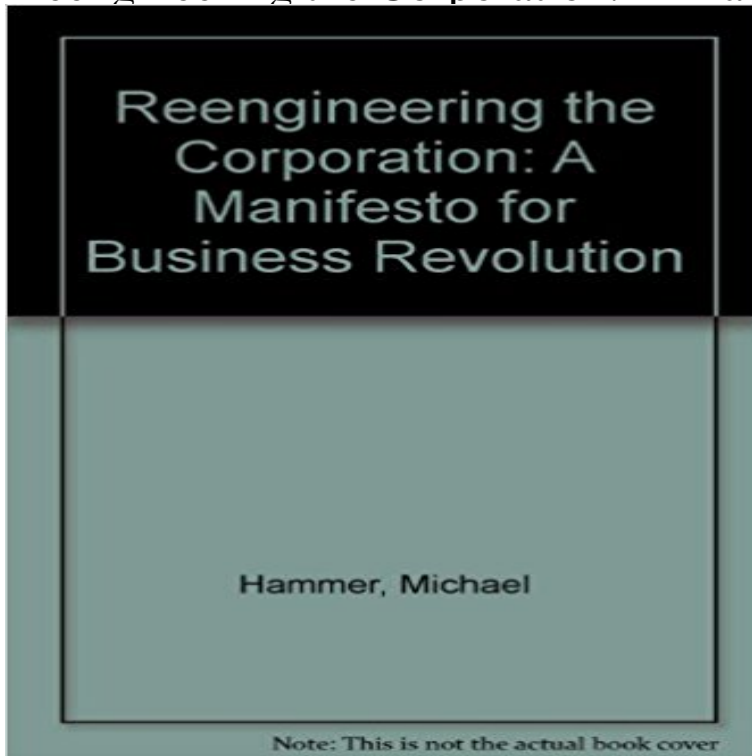


Reengineering the Corporation: A Manifesto for Business Revolution



This text was in the American bestseller lists for months after its publication in 1993. Now it is available as a trade paperback. Michael Hammer and James Champy aim to re-invent the nature of work to create the single best hope for the competitive turnaround of business. They ask Why do we do what we do at all?. Instead of tinkering with our computerizing - an aspect of the work design, the answer is to reengineer the entire corporation from top to bottom. Reengineering is a practice that is taking off with great urgency in the business community. After a decade of restructuring and downsizing, of cutting costs and capacity, managers need to rethink boldly, the authors argue, to yield the dramatic improvements for companies to compete successfully in a changing world. This book should show them how.

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