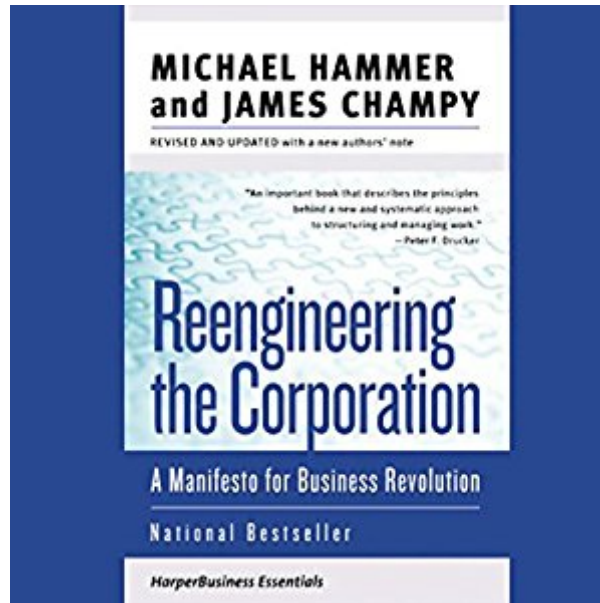


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# Reengineering The Corporation: A Manifesto For Business Revolution



## Synopsis

No business concept was more important to America's economic revival in the 1990s than reengineering, introduced to the world in Michael Hammer and James Champy's *Reengineering the Corporation*. Already a classic, this international best seller describes how the radical redesign of a company's processes, organization, and culture can achieve a quantum leap in performance. But if you think that reengineering once was enough, think again. More changes, more challenges are coming in the twenty-first century. Now Hammer and 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.

## Book Information

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## Customer Reviews

According to Hammer and Champy, business process reengineering "is the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance, such as cost, quality, service, and speed" (p. 35). It is important that you do not confuse business process reengineering with other types of change management. It is not incremental change, down-sizing, total quality management, nor a "doing more with less" strategy. In business process reengineering, quantum changes are made to core processes, which results in far greater advances. Not only are the emerging business processes vastly different from what was previously in place, but the entire organization must change also.

Employees, managers, core processes and business relationships will change in a reengineered company, and the change is significant. The authors say this process-based approach will benefit three types of companies: 1) Those in deep trouble 2) Ones who are not yet in trouble but have the foresight to see future problems and 3) Those in peak condition but are looking to take a greater lead over their competition. The authors present their case in a well-written manner and use frequent real world examples to great effect. I would like to see the authors use future printings to update the currency of their examples. They also need to examine the internet's role in reengineering. The few pages in the updated introduction are not adequate. The most recent printing does include an updated introduction where they remark on reengineering's successes and why it is still relevant today.

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