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Reengineering the Corporation: A Manifesto for Business Revolution, Michael Hammer and James Champy, Nicholas Brealey Publishing, London, 1993 (Harper Collins in U.S.A). Number of pages: 223, Price: £16.99

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Editions of Reengineering the Corporation: A Manifesto for ...

Reengineering The Corporation - Page 1 Section 1 The Reengineering Concept Main Idea Reengineering is defined as the fundamental rethink and radical redesign of business processes to generate dramatic improvements in critical performance measures -- such as cost, quality, service and speed.

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Introduction The book entitled 'Reengineering the Corporation: Manifesto for Business Revolution' authored by the renowned reengineering consultants James Champy and Michael Hammer yields great insights regarding the change that the organization desperately requires time to time.

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