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Nota di contenuto	Strategic Benchmarking Reloaded with Six Sigma; Contents; Preface; THE ORIGINS OF STRATEGIC BENCHMARKING; BENCHMARKING AS A MANAGEMENT PRACTICE; THE BUSINESS BENEFITS OF STRATEGIC BENCHMARKING; THE CONTRIBUTION OF SIX SIGMA TO BENCHMARKING; ORGANIZATION OF THIS BOOK; Acknowledgments; Introduction: Benchmarking: The First 25 Years (1979-2004); THE DAWN BEFORE BENCHMARKING SCIENCE; BENCHMARKING-AN OPPORTUNITY THAT EMERGED FROM A CRISIS; MEANWHILE, CORPORATE PARTNERSHIPS AND SHARING FLOURISHED; THE DIFFUSION OF BENCHMARKING AS A PRACTICE; INSTITUTIONALIZATION OF THE PRACTICE OF BENCHMARKING MAINSTREAMING BENCHMARKING INTO BUSINESS CHALLENGES OF THE COMING YEARS AND E-BENCHMARKING; CONCLUSION; Part I: The Business Context of Benchmarking; Chapter 1: Stimulating Business Improvement by Benchmarking; INTRODUCTION; BENCHMARKING

DEFINED ACCORDING TO CATEGORIES OF PRACTICE; BENCHMARKING  
DEFINED ACCORDING TO SOURCES OF DATA; DEFINITIONS OF THE  
COMPONENTS OF A PROCESS BENCHMARKING STUDY; BENCHMARKING-  
A DISCIPLINE IN TOTAL QUALITYMANAGEMENT; UNDERSTANDING THE  
LOGIC OF A BENCHMARKING STUDY; SUMMARY OF EFFECTIVE  
BENCHMARKING PRACTICE

Chapter 2: Linking Six Sigma to Strategic Planning and

BenchmarkingAPPLYING A SYSTEMS APPROACH; STIMULUS: BEST  
PRACTICE OR THEORY OF OPERATIONS?; INVESTIGATING THE NATURE  
OF CHANGE; THE THEORY OF THEORIES; LEVERAGING CHANGE FOR  
COMPETITIVE ADVANTAGE; MANAGING YOUR ABILITY TO KNOW AND  
LEARN; ESTIMATING THE PREDICTABILITY OF PERFORMANCE;  
EVALUATING YOUR BUSINESS AS A SYSTEM; RECOGNIZING THE LEVERS  
OF CHANGE; LEARNING TO SEE DIFFERENTLY-SIX SIGMA RECOGNIZE;  
IMPROVING BY ADAPTATION-COMPLEXITY IS REALITY; LEARNING FROM  
COMPLEXITY THEORY; EXPLORATION VERSUS EXPLOITATION  
MANAGING YOUR CORE BUSINESS PROCESSESINTEGRATING  
BENCHMARKING WITH STRATEGIC PLANNING; DOING BENCHMARKING-  
BEING DANTOTSU!; Part II: The Process of Benchmarking; Chapter 3:  
Understanding the Essence of Process Benchmarking; INTRODUCTION;  
BUSINESS IMPROVEMENT AS A PROCESS; BENCHMARKINGWAS  
DEVELOPED AS AN ART AND IS TRANSITIONING TO A SCIENCE;  
LOADING SIX SIGMA INTO PROCESS BENCHMARKING; WHAT IS THE SIX  
SIGMA DMAIC PROCESS?; THE PROCESS OF BENCHMARKING; APPLYING  
THE BENCHMARKING PROCESS TO CONDUCT A STUDY; COMPARATIVE  
ANALYSIS AND COMPETITIVE ADVANTAGE; BENEFITS AND PITFALLS OF  
BENCHMARKING

SUMMARYChapter 4: Making Statistical Comparisons in Benchmarking;  
INTRODUCTION; CONTRIBUTION OF THE SIX SIGMAMOVEMENT; THE  
NATURE OF COMPARISON; THE NATURE OF  
PERFORMANCEMEASUREMENT; TYPES OF DATA USED FOR COMPARISON;  
COLLECTING DATA TO EVALUATE PERFORMANCE; JUDGING THE  
GOODNESS OF AMEASUREMENT SYSTEM; STATISTICAL ANALYSIS  
FUNDAMENTALS; THE SUPERIORITY OF STATISTICAL COMPARISONS;  
TYPES OF BENCHMARKING COMPARISONS; GRAPHICAL PRESENTATION  
OF BENCHMARKING STUDY RESULTS; VERBAL REPRESENTATIONS OF THE  
STUDY RESULTS; WHAT CAN GOWRONG IN A STATISTICAL  
COMPARISON?; SUMMARY OF COMPARATIVE ANALYSIS

Chapter 5: Applying Benchmarking Results for Maximum Utility

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### Sommario/riassunto

A new update of the classic text on benchmarkingStrategic  
Benchmarking Reloaded with Six Sigma updates benchmarking, the  
revolutionary business performance methodology, by adding statistical  
concepts from Six Sigma. These two methodologies combine to form a  
powerful platform for improving any company's overall performance.  
This new revision reviews the first twenty-five years of development in  
benchmarking and features new appendices, case studies, and topics,  
making this the most complete and comprehensive coverage of the  
subject available.Topics include:\* Stimulat

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