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Autore	Zairi Mohamed
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Nota di contenuto	<p>First Page ; PART I; Corporate planning; What is corporate planning?; The corporate planning process; The strategic planning system; The strategic planning process; The strategic leadership process; Figure 1.1 Strategic leadership process; Leading strategically; Total business strategy; Tools and techniques; Reviewing and assessing the effectiveness of corporate plann; Strategic planning process review; Figure 1.2 A typical planning cycle; Figure 1.3 Best practice planning cycle; Figure 1.4 Strategic planning; A case study; The generic review process; Figure 1.5 Rating daily review meetings Figure 1.6 The review process Figure 1.7 Simple form for note taking; Strategic planning assessment; Figure 1.8 The review cycle; Figure 1.9 The perspectives of the balanced scorecard; Case - planning and budgeting at Granada; Case - strategic planning and success modelling at National ; Figure 1.10 Determining key performance measures; Figure 1.11 Success model planning methodology; Mobilising the organisation to implement the strategy; Turning strategy into action; Figure 1.12 Strategic business plan process; Figure 1.13 Analysis-action-impact-management chart Case - cost paring at Dow Chemical Company Case - real-time strategy at 3M; Delivering strategy through people; Figure 1.14 The link between planning and culture; Best practices in strategic planning; A detailed example of best practice in the overall process o; Figure 1.15 Integrated planning process; Figure 1.16 Quantitative prioritisation</p>

methodology; Figure 1.17 Deployment of plans; Discussion; Lessons from organisational experience (Simpson, 1998a, 1998; The corporate planning function; The corporate planning function responsibilities; Discussion; Supply of planners (Alexander, 1995) RolesLocation and staffing; Capabilities and career paths; Design and implementation; Trends and issues in corporate planning; Future trends and issues; Linking strategic management to environmental strategy; Linking strategy to knowledge management; Linking organisational development to strategic management (; Business process re-engineering and strategy (Teng and Ketti; PART II; Strategic planning: best practice case studies; Approach; Royal Mail; Rank Xerox; Texas Instruments; High Performance Technology; D2D; Quadrant; Ulster Carpet Mills; Mortgage Express; TNT Express; AT&T; Adac CorningTrident; Figure 1.18 Quality cycle used at Trident; Dana; Cadillac; Ritz Carlton; Ames Rubber Corporation; Frameworks used; Royal Mail; Figure 1.19 Three management processes at Royal Mail; Table 1.1 Deployment of business policy and strategy through; Xerox; Figure 1.20 Policy deployment framework at Xerox; Texas Instruments; Figure 1.21 Strategic process at Texas Instruments; Mortgage Express; Figure 1.22 Policy formulation process at Mortgage Express; Figure 1.23 Integrated planning processes at Mortgage Express; Corning; Figure 1.24 Planning system at Corning; GTE Directories Figure 1.25 The planning process at GTE Directories
