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Autore	Patterson James G
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Benchmark?"; "What You Should Benchmark"; "Business Process Rankings"; "Benchmarking Trends"; "LEARNING TO BENCHMARK: THE PDCA CYCLE"; "BENCHMARKING WITH THE PDCA CYCLE"; "EXERCISE: Benchmarking Partner Criteria Matrix"; "BENCHMARKING ACTION PLAN CHECKLIST"; "PDCA Benchmarking Step-by-Step"; "THE ETHICS OF BENCHMARKING"; "SOLUTIONS TO COMMON BENCHMARKING MISTAKES"

"Mistake 1: Lack of Leadership"; "Mistake 2: Picking the Wrong People for Your Benchmarking Team"; "Mistake 3: Failing to Consider Strategic Long-Term Objectives"; "Mistake 4: Too Many People on the Team"; "Mistake 5: Teams Taking on Too Much"; "Mistake 6: Leadership Underestimates Time Commitments"; "Mistake 7: Picking the Wrong Benchmarking Partners"; "Mistake 8: Assuming Every Project Needs a Site Visit"; "Mistake 9: Management Failing to Inspect Benchmarking Results"; "Mistake 10: Failing to Identify Targets in Advance"; "Mistake 11: Collecting Too Much Data"

"Mistake 12: Focusing on Numerical Targets Rather Than the Process"; "BENCHMARKING QUICK CHECK"; "BENCHMARKING REVIEW"; "IN CONCLUSION"; "SECTION V Appendix"; "QUALITY AND BENCHMARKING REFERENCES"; "World Wide Web (WWW) Pages of Interest"; "Usenet Groups of Interest"; "THE MALCOLM BALDRIGE NATIONAL QUALITY AWARD CRITERIA"; "THE MALCOLM BALDRIGE NATIONAL QUALITY AWARD CRITERIA"; "The Four Elements"; "1995 BALDRIGE AWARD EXAMINATION CRITERIA"; "ITEM LISTING"
