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Titolo	The perpetual enterprise machine [[electronic resource] ] : seven keys to corporate renewal through successful product and process development // H. Kent Bowen ... [et al.]
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Altri autori (Persone)	BowenH. Kent
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Nota di contenuto	Contents; Introduction: The Manufacturing Vision Group; Appendix: Project Summaries; 1. The Manufacturer's Perpetual Enterprise Machine; 2. Core Capabilities and Core Rigidities; 3. Guiding Visions; 4. Pushing the Performance Envelope; 5. Project Leadership and Organization; 6. Ownership and Commitment; 7. Prototyping: Rapid Learning and Early Testing; 8. Integration Within Projects; 9. An Opportunity for Leadership in Learning; 10. Chaparral Steel Company; 11. Digital Equipment Corporation; 12. Eastman Kodak Company; 13. Ford Motor Company; 14. Hewlett-Packard Company; Notes; Index; A; B; C DE; F; G; H; I; L; M; N; O; P; Q; R; S; T; W
Sommario/riassunto	Describing the ways that firms can develop successful products and processes, this book examines a number of examples of successes - and failures - and derives useful lessons for managers. It derives from a major study combining five US companies and four universities.

