

1. Record Nr.	UNINA9910807883503321
Titolo	The perpetual enterprise machine : seven keys to corporate renewal through successful product and process development // H. Kent Bowen ... [et al.]
Pubbl/distr/stampa	New York, : Oxford University Press, 1994
ISBN	0-19-770352-6 1-280-52669-6 0-19-802423-1 1-4294-0569-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (447 p.)
Collana	Oxford scholarship online
Altri autori (Persone)	BowenH. Kent
Disciplina	658.404 658.575
Soggetti	Project management - United States New products - United States - Management Production management - United States Manufacturing industries - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previously issued in print: 1994.
Nota di bibliografia	Includes bibliographical references (p. 427-431) and index.
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.

