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Autore	Miller Andrew <1973->
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AND TACTICS TO ENHANCE PERFORMANCE; Without Execution, There Is No Strategy; How to Achieve Execution Excellence; The Difference Between Responsibility and Accountability; Gaining a Tactical Advantage: Finding Performance Boosts Where You Wouldn't Normally Look; Performance Boosts: The Do-It-Yourself Version; A Final Word on Strategy Execution; Chapter 6: ACQUIRING AND KEEPING THE CUSTOMERS YOU WANT; Why Current Customers Are Your Best Opportunity for Growth; Stratifying Your Customers How to Turn Customers into Great Referral Sources Other Strategies to Strengthen Customer Loyalty and Engagement; The Five Myths of Customer Engagement; Chapter 7: OPTIMIZING SPEED MAXIMIZES PROFITABILITY; Determining Optimal Enterprise Velocity and Responsible Speed; Slow Down to Improve Results; How Speed Impacts Profitability; The Speed-Profitability Correlation and the Four Components of Operational Excellence; The Myth of the First-Mover Advantage; Knowing When to Speed Up and When to Slow Down; Implementing a Culture of Speed Optimization; Chapter 8: CENTERS OF EXCELLENCE: NOT SO MUCH Why Centers of Excellence Aren't Always Excellent Why Create a Centralized Department?; The Benefits of a Centralized Department; Centrally Led, Locally Executed; Ignore the Center and Focus on Excellence; Chapter 9: INDUSTRY PERSPECTIVES; Retail; Services; Health Care; Technology; Manufacturing; Chapter 10: GETTING TECHNOLOGY OUT OF YOUR WAY; Fix the Process, Then Implement the Technology; Technology and Change Management; Using Technology to Enhance Operational Excellence; Operational Excellence and Automation; Chapter 11: A BRIGHT FUTURE WITH OPERATIONAL EXCELLENCE The Operational Excellence Crystal Ball

Sommario/riassunto

True operational excellence is not about "lean" or six sigma or any other methodology. Our world is too complex, too interconnected, and too fast moving for organizations to achieve dramatic results simply by eliminating waste and increasing standardization. Operational excellence is a mindset, and it requires a company culture that questions current models and focuses on adding value, making improvements, and increasing speed. Redefining Operational Excellence covers it all--processes, people, and operations--and shares specific strategies for finding money and performance boosts in areas b
