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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 CRITERIAa€?ITEM LISTING""

#### Sommario/riassunto

This book will teach you how benchmarking is used to improve performance, set quality objectives, and identify and adapt to best processes. Most of us routinely use benchmarking--to measure, match, compare, evaluate--all to establish a standard of what we believe is best. However, the critical elements of our customersa expectations and requirements are often missing. This book adds those elements into the process, and demonstrates six other types of benchmarking, while helping you decide which method will suit your needs.