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	Nota di contenuto	Business Genetics; Contents; Acknowledgements; Preface; 1: What's the issue and why should I care?; 2: Why are tools to understand business so inadequate?; 2.1 How did we get here?; 2.2 Business definition a la 20th century; 2.3 But we have had some (limited) success; 3: OK (enough already), so What must be done?; 3.1 Purpose-based thinking; 3.2 How we answer the W5 questions; 4: What do genetic business models (xBML)look like?; W1: the What dimension; W2: the Who dimension; W3: the Where dimension; W4: the Which dimension; W5: the When model; W5I (Integrated): the How model
		5: How do we (quickly) create xBMLmodels (aka Business Co-FormulationTM)6: The 'So what' (where's my darn ROI?); 6.1 Some quantifiable types of business gain; 6.2 Some more very real but less quantifiable types of business gain; 7: How do I implement this?; 7.1 Enterprise deployment?; 7.2 But how do I implement or manage

myxBML projects?; 8: What about BPM (Business Process Management)?; 9: What the heck is the difference between BPEL,BPMN, UML, IDEF and xBML?; 9.1 BPEL; 9.2 BPMN; 9.3 UML; 9.4 IDEF; 9.5 xBML
10: Based on (anticipated) popular demand, moreon auto-business requirements generation11: COTS (commercial off-the-shelf) softwareselection; 12: An added big, big takeaway; 13: A quick last summary; Appendices; Appendix A: xBML example - 'Fill avacant job position'; Appendix B: Potentialknowledge sources; Appendix C: Some government lawsgoverning commerce; Appendix D: Sample EnterpriseDeployment What model; Appendix E: BRD; Appendix F: Can xBML be automated?; Glossary; Bibliography; Index

Sommario/riassunto	A revolutionary way to describe business, xBML (extended Business Modelling Language) is an intuitive graphical language that unlocks the DNA of a corporation using a system of diagrams based on five Ws (Who; What; Which; Where; When). xBML gives companies an complete and accurate map of their enterprise, that can then be re-used repeatedly to describe, plan and create improvement. It's time to throw out the flow charts. xBML breaks down the silos of an enterprise and provides the means for clear, concise communication between all members of the organization. Tyler and Baker provide a comple