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Nota di contenuto	Strategic Benchmarking Reloaded with Six Sigma; Contents; Preface; THE ORIGINS OF STRATEGIC BENCHMARKING; BENCHMARKING AS A MANAGEMENT PRACTICE; THE BUSINESS BENEFITS OF STRATEGIC BENCHMARKING; THE CONTRIBUTION OF SIX SIGMA TO BENCHMARKING; ORGANIZATION OF THIS BOOK; Acknowledgments; Introduction: Benchmarking: The First 25 Years (1979-2004); THE DAWN BEFORE BENCHMARKING SCIENCE; BENCHMARKING-AN OPPORTUNITY THAT EMERGED FROM A CRISIS; MEANWHILE, CORPORATE PARTNERSHIPS AND SHARING FLOURISHED; THE DIFFUSION OF BENCHMARKING AS A PRACTICE; INSTITUTIONALIZATION OF THE PRACTICE OF BENCHMARKING MAINSTREAMING BENCHMARKING INTO BUSINESS CHALLENGES OF THE COMING YEARS AND E-BENCHMARKING; CONCLUSION; Part I: The Business Context of Benchmarking; Chapter 1: Stimulating Business Improvement by Benchmarking; INTRODUCTION; BENCHMARKING

DEFINED ACCORDING TO CATEGORIES OF PRACTICE; BENCHMARKING
DEFINED ACCORDING TO SOURCES OF DATA; DEFINITIONS OF THE
COMPONENTS OF A PROCESS BENCHMARKING STUDY; BENCHMARKING-
A DISCIPLINE IN TOTAL QUALITYMANAGEMENT; UNDERSTANDING THE
LOGIC OF A BENCHMARKING STUDY; SUMMARY OF EFFECTIVE
BENCHMARKING PRACTICE

Chapter 2: Linking Six Sigma to Strategic Planning and

BenchmarkingAPPLYING A SYSTEMS APPROACH; STIMULUS: BEST
PRACTICE OR THEORY OF OPERATIONS?; INVESTIGATING THE NATURE
OF CHANGE; THE THEORY OF THEORIES; LEVERAGING CHANGE FOR
COMPETITIVE ADVANTAGE; MANAGING YOUR ABILITY TO KNOW AND
LEARN; ESTIMATING THE PREDICTABILITY OF PERFORMANCE;
EVALUATING YOUR BUSINESS AS A SYSTEM; RECOGNIZING THE LEVERS
OF CHANGE; LEARNING TO SEE DIFFERENTLY-SIX SIGMA RECOGNIZE;
IMPROVING BY ADAPTATION-COMPLEXITY IS REALITY; LEARNING FROM
COMPLEXITY THEORY; EXPLORATION VERSUS EXPLOITATION
MANAGING YOUR CORE BUSINESS PROCESSESINTEGRATING
BENCHMARKING WITH STRATEGIC PLANNING; DOING BENCHMARKING-
BEING DANTOTSU!; Part II: The Process of Benchmarking; Chapter 3:
Understanding the Essence of Process Benchmarking; INTRODUCTION;
BUSINESS IMPROVEMENT AS A PROCESS; BENCHMARKINGWAS
DEVELOPED AS AN ART AND IS TRANSITIONING TO A SCIENCE;
LOADING SIX SIGMA INTO PROCESS BENCHMARKING; WHAT IS THE SIX
SIGMA DMAIC PROCESS?; THE PROCESS OF BENCHMARKING; APPLYING
THE BENCHMARKING PROCESS TO CONDUCT A STUDY; COMPARATIVE
ANALYSIS AND COMPETITIVE ADVANTAGE; BENEFITS AND PITFALLS OF
BENCHMARKING

SUMMARYChapter 4: Making Statistical Comparisons in Benchmarking;
INTRODUCTION; CONTRIBUTION OF THE SIX SIGMAMOVEMENT; THE
NATURE OF COMPARISON; THE NATURE OF
PERFORMANCEMEASUREMENT; TYPES OF DATA USED FOR COMPARISON;
COLLECTING DATA TO EVALUATE PERFORMANCE; JUDGING THE
GOODNESS OF AMEASUREMENT SYSTEM; STATISTICAL ANALYSIS
FUNDAMENTALS; THE SUPERIORITY OF STATISTICAL COMPARISONS;
TYPES OF BENCHMARKING COMPARISONS; GRAPHICAL PRESENTATION
OF BENCHMARKING STUDY RESULTS; VERBAL REPRESENTATIONS OF THE
STUDY RESULTS; WHAT CAN GOWRONG IN A STATISTICAL
COMPARISON?; SUMMARY OF COMPARATIVE ANALYSIS

Chapter 5: Applying Benchmarking Results for Maximum Utility

Sommario/riassunto

A new update of the classic text on benchmarkingStrategic
Benchmarking Reloaded with Six Sigma updates benchmarking, the
revolutionary business performance methodology, by adding statistical
concepts from Six Sigma. These two methodologies combine to form a
powerful platform for improving any company's overall performance.
This new revision reviews the first twenty-five years of development in
benchmarking and features new appendices, case studies, and topics,
making this the most complete and comprehensive coverage of the
subject available.Topics include:* Stimulat

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