



Strategic Benchmarking: How to Rate Your Company's Performance Against the World's Best

By Watson, Gregory, H.

Somerset, New Jersey, U.S.A.: John Wiley & Sons Inc, Somerset, New Jersey, U.S.A., 1993. Hardcover. Condition: New. Dust Jacket Condition: New. Book Description: Describes the best methods to use inter-business cooperation to improve strategic planning and thereby increase competitiveness. All types of benchmarking are examined including process, strategic and global. Features actual case studies of benchmarking applications from Hewlett Packard, Ford, General Motors and Xerox. Ingram A vice-president of Xerox Corporation shows how companies can benefit from the practice of benchmarking, the art of businesses learning lessons from each other, and improve their own performances. From the Publisher Describes the best methods to use inter-business cooperation to improve strategic planning and thereby increase competitiveness. All types of benchmarking are examined including process, strategic and global. Features actual case studies of benchmarking applications from Hewlett Packard, Ford, General Motors and Xerox.

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