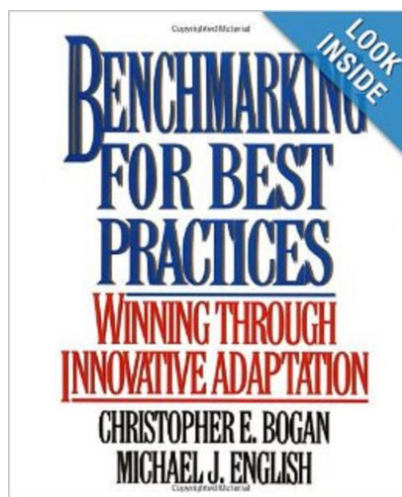


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Here is a blueprint for innovation and breakthrough performance improvements. This complete benchmarking toolkit provides a thorough, roll-up-your-sleeves guide to identifying and adapting the best business practices, operating tactics, and winning strategies that will drive for continuous quality, productivity, cycle time, and cost improvement within your organization. Written by experts with years of successful benchmarking practice, this book addresses all aspects of best practice benchmarking in practical detail. It demonstrates how the process works best - with lively and revealing examples from AT&T, Federal Express, Johnson & Johnson, Xerox, General Electric, Microsoft, and other innovative companies. From the front line to the boardroom, it will help you to incorporate best practice strategies that produce meaningful, measurable, and profitable performance improvements. The authors show you how to: -Sell benchmarking to even the most skeptical senior executives or turf-conscious factory and line managers-Design a benchmarking approach that virtually assures implementation success-Integrate benchmarking to supercharge other key initiatives, including strategic planning, business process reengineering, time-based competition, and change management-Manage best practice knowledge throughout your company-Build a fast-learning organization using benchmarking-Spur innovation through the creative adaptation of proven practices-Apply benchmarking in the public sectorBenchmarking for Best Practices is packed with dozens of information-rich evaluation charts .. insightful graphs .. self-administered executive exercises (be sure to borrow Share This Idea!) .. key do's and don'ts .. and even a special section on the Malcolm Baldrige National Quality Award and benchmarking. This book is your key to innovative adaptation - the art and science of defining and emulating the best of the best. It's simply the best place to begin - and sustain - the continuous improvement initiatives critical to your organization's competitive future.

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