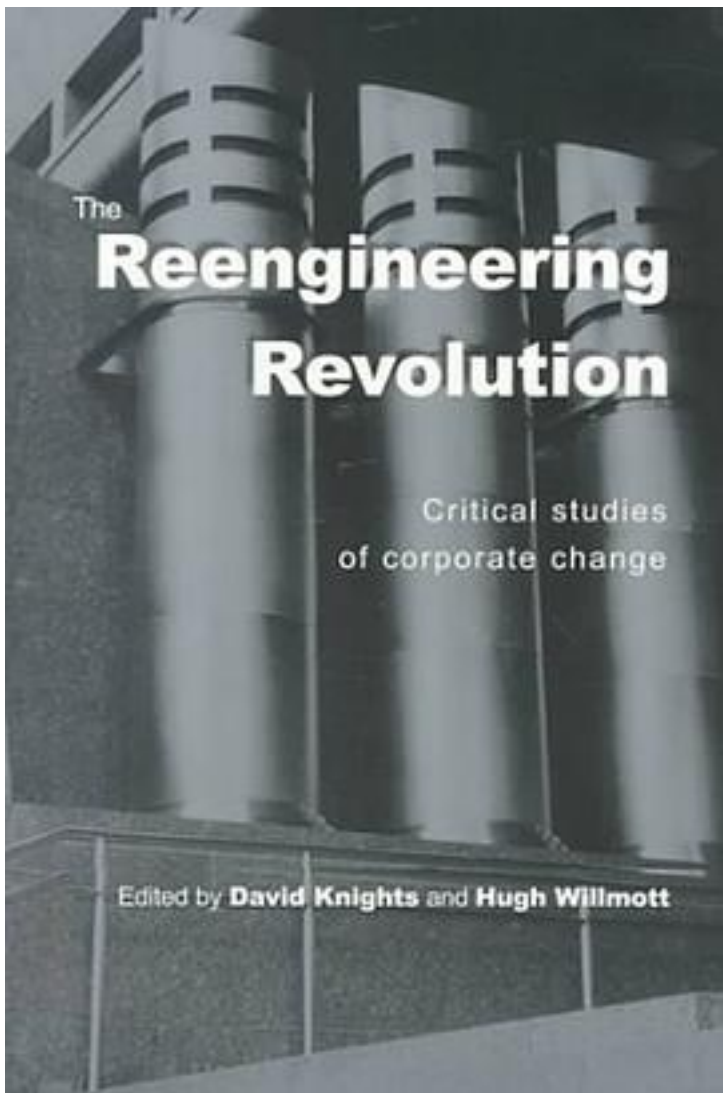


The Reengineering Revolution



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Reengineering the Corporation sphas swept through corporate America with a force unprecedented in recent years. Hailed by Business Week as "the best-written, most well-reasoned business book for the managerial masses since In Search of Excellence ," the book has appeared on virtually every bestseller list, including a six-month run on The New York Times list. Reengineering has become a part of everyone's business vocabulary. It is undoubtedly the business concept of the nineties. In The Reengineering Revolution , Michael Hammer and Steven Stanton build on this foundation to share with readers their experiences in successfully implementing reengineering in companies around the world. In an easy-reading, anecdotal style, the book offers behind-the-scenes stories of reengineering successes and failures; practical techniques for key aspects of reengineering, from breaking long standing assumptions to managing change; and insights into the new ways of thinking that reengineering requires. Just as Reengineering the Corporation shot to the top of the bestseller charts, so has The Reengineering Revolution . It is the practical guide for which business people have been waiting to help them achieve the dramatic improvements -- in speed, productivity, quality, service and profits -- that reengineering promises.

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