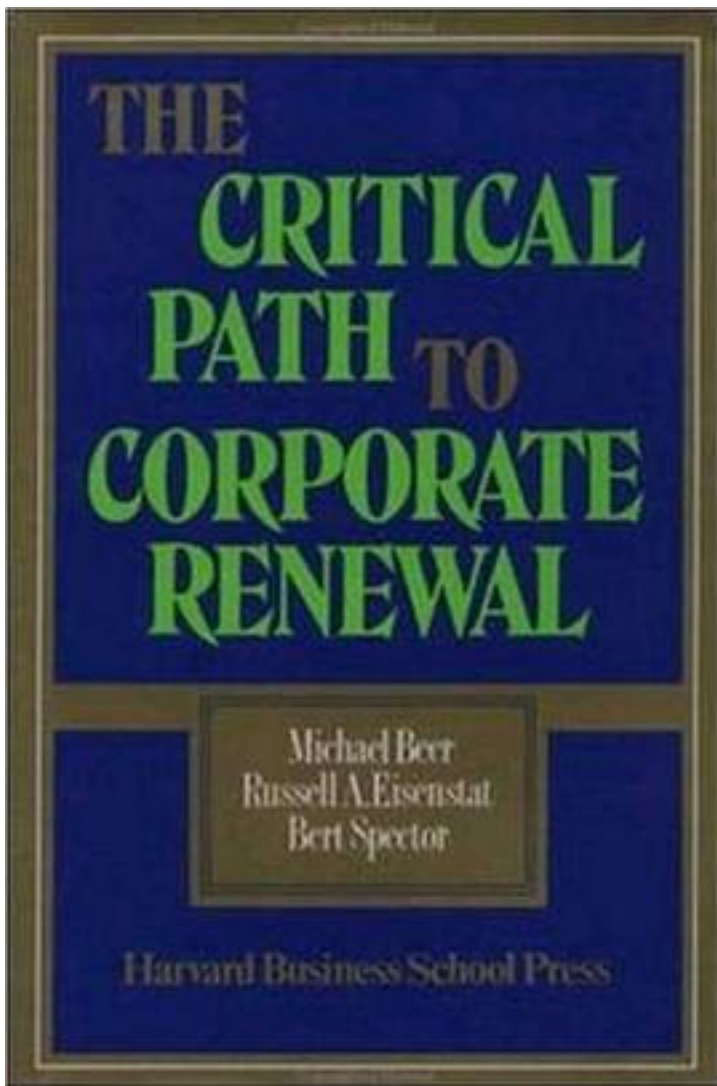


The Critical Path to Corporate Renewal



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"The Critical Path to Corporate Renewal" is a practical and effective agenda for revitalizing the corporation. Through an in depth analysis of six companies that have undergone fundamental changes, the authors describe what works and what doesn't in corporate renewal. It describes the many common errors companies make in getting started. The human sources of competitive advantage - coordination, commitment, and competence - cannot be enhanced through programs. Successful corporate renewal occurs only when plants, divisions, and departments involve employees. That must be done through a carefully designed series of steps - the critical path - led by unit general managers. Companies that have followed this strategy have flatter and less hierarchical organizations, employees who take initiative to reduce costs and improve quality, and enhanced teamwork at all levels.

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