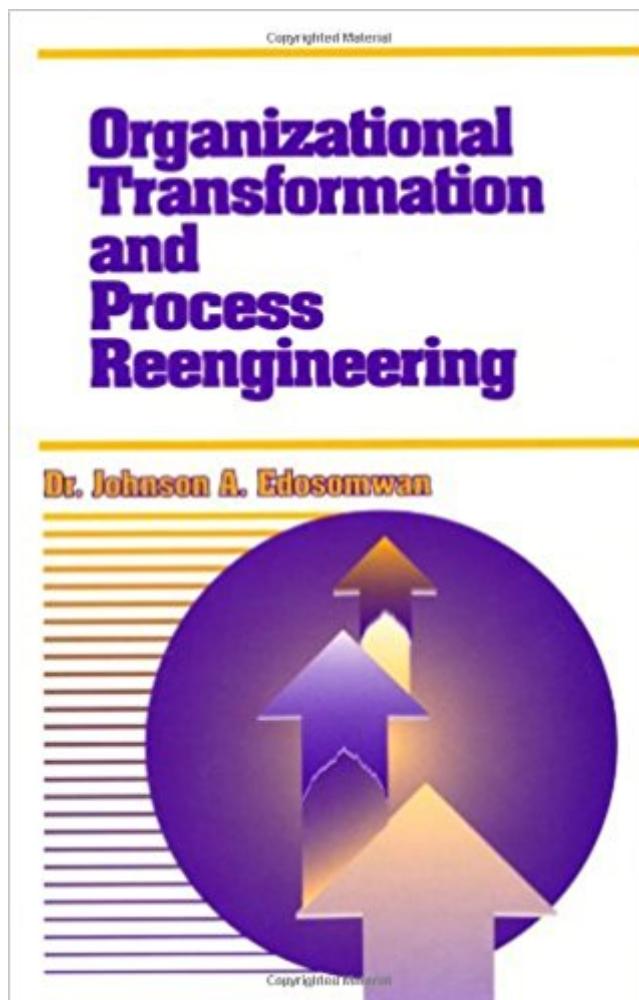


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# Organizational Transformation And Process Reengineering



## **Synopsis**

Organizational Transformation and Process Engineering is the key to achieving success in the new customer-driven market economy. Organizations are going through tremendous changes, creating environments where all employees can contribute their best, where customer expectations are exceeded, and where efficiency, effectiveness, productivity, quality, customer satisfaction, and competitiveness are taken seriously as critical success factors. Written to assist those companies and organizations striving to keep pace with the competitive atmosphere of the 90s, this book provides all the essential tools, techniques, methodologies, models, and technologies for transformation and reengineering. Broad and comprehensive in scope, Organizational Transformation and Process Reengineering explains how to change not just one area, but structures, policies, procedures, processes, and management systems-any aspect of an organizational structure that no longer responds to the current demands of the marketplace. Years of research, teaching, consulting, and practical work experience led Dr. Edosomwan, a leader in his field, to put his unique and practical theories into a volume designed to help organizations overcome the impediments involved in process reengineering projects. He outlines a step-by-step methodology for analyzing organizational structures; the six R's of organizational transformation; models that can be utilized in both public and private organizations; tools and techniques for achieving reengineering goals; implementation plans; and key survival and success factors.

## **Book Information**

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## Customer Reviews

All in all, this book is what you would expect from a reengineering book. However, the fact that the author, Dr. Edosomwan, keeps on quoting himself and referring to the techniques he invented has the "Edosomwan" techniques and practices brings a strange taste to the reader's mouth. Indeed, it sounds a bit self-gratifying to keep on quoting one self. It sounds more like a "do what I do because I do it right" book than anything else. In all fairness however, Dr. Edomsowan does know what he's talking about and this book is of great interest. I would recommend it for readers wanting to know more about reengineering rather than to consultants looking for tools and techniques.

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