X-Engineering the Corporation: Reinventing Your Business in the Digital Age

James Champy

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X-Engineering the Corporation: Reinventing Your Business in the Digital Age James Champy "The walls between a company, its customers, and its suppliers-even between its competitors-are coming down. In a world of free-flowing information and products, X-ENGINEERING THE CORPORATION reveals a radical new vision of the corporation.

Instead of a collection of separate companies turning out goods and services, Champy shows us a web of interacting processes and people that includes every organization touched by a company's product. Gone are the old secrecy controls. In their place is a collaborative environment where people have all the information they need, ideas are shared, and businesses learn to:

ïCreate Harmony. By getting more in tune with how its customers operate, Owens and Minor delivers medical products exactly when its customers want them-and reduces costs.
ïBe Transparent. Electronics manufacturing service company Solectron reveals to its customers the details of its processes-an innovation that keeps it competitive while speeding and streamlining production.
ïUnderstand the Role of Customers. EMC, the world's leading manufacturer of memory storage devices, talks with, listens to, and values customer "pull" more than ever before-and now defines its process "push" with pinpoint accuracy.
ïContinuously X-engineer. When PNC Bank used the full power of the Internet in every one of its divisions, its efficiency-and that of its customers-improved exponentially.

Inspiring and illuminating, this book uncovers the unlimited potential that imaginatively applied information technology offers corporations. X-ENGINEERING THE CORPORATION is a must-read: because change is the one thing all businesspeople must do well today.

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