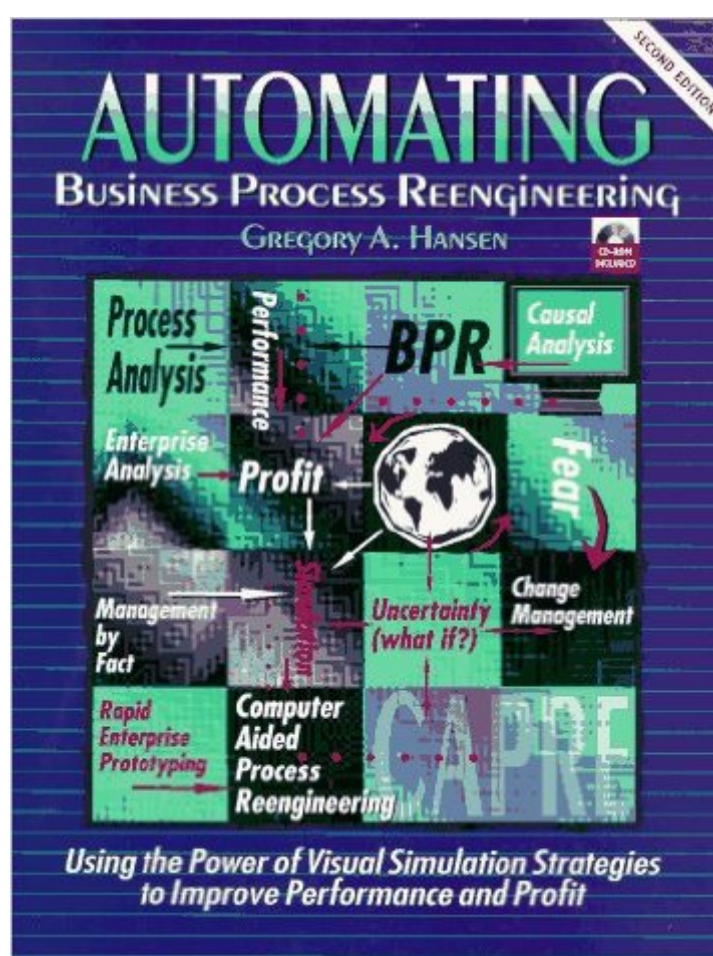


The book was found

Automating Business Process Re-Engineering: Using The Power Of Visual Simulation Strategies To Improve Performance And Profit (2nd Edition)



Synopsis

For Business Management courses and Computer Information Systems courses using visual simulation models as strategic tools for improving performance and profit through manufacturing, operations, finance, sales or marketing. This mainstream, must-read business primer focuses the use of simulation and modeling as a tool for a whole systems approach to enterprise business process reengineering. More importantly, this book is about the capability to drive intelligent enterprise decision-making, enabling users to make strategic business decisions based on predictive outcomes through the use of simulation and modeling, impacting every key functional area of an organization.

Book Information

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Customer Reviews

In this book is developed the way to manage changes in engineering processes, demonstrating the power of simulation really. Hansen has obtained the wanted theory-practice binomial, which is not common in business literature. I think that a phrase that summarizes properly his work in this book is: "if an engineer doesn't measure, can't control anything", although surely Hansen would say "business man". instead of "engineer".

The mere premise that BPR has failed to deliver or alienated various groups all for the lack of an animated flowchart shareware....Come on, I'm supposed to take this to my CIO ???

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