

Customer Focused Process Innovation Linking Strategic Intent To Everyday Execution

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Customer Focused Process Innovation Linking

David lays out new perspectives on well documented concepts in process improvement. The customer-focused strategies he suggests make sense and link the area of business vision with implementation and execution of management initiatives. I would suggest all management teams read Customer Focused Process Innovation for valuable insight.

Amazon.com: Customer Focused Process Innovation: Linking ...

Title: Customer Focused Process Innovation: Linking Strategic Intent to Everyday Execution; Author(s): David Hamme; Release date: September 2014; Publisher(s): McGraw-Hill; ISBN: 9780071834711

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In this groundbreaking book, business innovation expert David Hamme reveals a powerful and proven method for connecting your company's valuecreation processes to customer-desired products--forging a direct link between strategic intentions and everyday business activities.

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