



Re-engineering of Products and Processes: How to Achieve Global Success in the Changing Marketplace (Springer Series in Advanced Manufacturing)

Federico Rotini, Yuri Borgiaanni, Gaetano Cascini

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Whilst previous methods for business process reengineering have focused on time and cost reduction policies to preserve competitive services and products, *Re-engineering of Products and Processes: How to Achieve Global Success in the Changing Marketplace* presents a new approach which aims to include aspects that impact the customer perceived value. This method supports business reengineering initiatives by identifying process bottlenecks as well as new products and services viable to overcome market competition.

This original approach is described step-by-step, explaining the theory through examples of performable tasks and the selection of relevant tools according to the nature of the problem. Supported by illustrations, tables and diagrams, *Re-engineering of Products and Processes: How to Achieve Global Success in the Changing Marketplace* clearly explains a method which is then applied to several case studies across different industrial sectors.

Re-engineering of Products and Processes: How to Achieve Global Success in the Changing Marketplace provides a scientific reference for researchers and PhD students working in several fields of the Industrial Engineering: mechanical, electric, electronic sectors and, more in general, all the industrial areas where there are needs to design innovative products. The step-by-step description on how to employ the proposed method and its application to practical examples, make the book a key resource for industry consultants and managers who look to increase the value of their products and services for new and existing customers.

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