



# The Process Edge: Creating Value Where It Counts

*Peter G.W. Keen*

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## **The Process Edge: Creating Value Where It Counts** Peter G.W. Keen

The Process Edge proves that business process improvement is not a fad. It addresses the recent backlash against process movements like reengineering by explaining why businesses can decline even as process reform is creating dramatic new efficiencies and savings. Companies that experience this paradox are investing in the wrong processes. The book presents an economic model for deciding which business processes are worth the investment and provides the tools for applying the model. It shows that process can be the key to competitive edge. Applying the principles of The Process Edge will help managers resolve the process paradox by measuring the genuine cost and economic value of process improvements and investing only in those that will help their companies thrive.

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