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Business Reengineering - Der Radikale Ansatz Nach Hammer/Champy (German Edition)

Reinhard Weber

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Business Reengineering - Der Radikale Ansatz Nach Hammer/Champy (German Edition) Reinhard Weber
Bachelorarbeit aus dem Jahr 2010 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1, Fachhochschule Wiener Neustadt, Sprache: Deutsch, Abstract: Mitte der achtziger Jahre begannen zahlreiche Unternehmen in Europa und in den Vereinigten Staaten, mit neuartigen und diskontinuierlichen Versuchen, die bestehenden Organisationsstrukturen radikal zu verändern. Im Sommer 1990 erschien im 'Harvard Business Review' ein Artikel von Michael Hammer mit dem Titel 'Reengineering Work - Don't Automate, Obliterate' (engl. Reorganisation - Nicht automatisieren, ausmerzen). Kurz darauf erschien der Bestseller 'Reengineering the Cooperation' (Deutscher Titel: Business Reengineering - Die Radikalkur für das Unternehmen) von Michael Hammer und James A. Champy und begründete damit den Begriff des Business Reengineering. Die darin beschriebenen Verfahren und Methoden wurden als Antwort auf die wirtschaftliche Herausforderung Japans gesehen. Die vorliegende Arbeit versucht einen groben Überblick über die Ansätze von Hammer und Champy zu geben und geht dabei auf die radikale Neugestaltung, den Wandel zur Prozessorientierung und den kreativen Einsatz von Informationstechnologie ein.

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Daniel Scholz:

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