



# Process Reengineering: The Key to Achieving Breakthrough Success

*By Lon Roberts, Roberts*

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## **Process Reengineering: The Key to Achieving Breakthrough Success** By Lon Roberts, Roberts **Bibliography**

- Sales Rank: #3882302 in Books
- Published on: 1994-01
- Original language: English
- Number of items: 1
- Dimensions: .79" h x 6.20" w x 9.31" l,
- Binding: Hardcover
- 195 pages

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### **Editorial Review**

#### About the Author

Lon Roberts, Ph.D., has held positions as a nuclear reactor specialists, systems engineer, college professor, program manager, and consortium director. He is currently the president of Roberts & Roberts Associates, an international consulting and training firm based in Plano, Texas.

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We hear a lot of discussion these days about change, including the need to change and, especially, the reluctance to change. According to author Paul Dickson, psychologists even have a word for the fear of change: trophobia. It seems that everywhere we turn, the subject of change is being harped on, some going so far as to suggest we need to learn how to thrive on chaos, others suggesting, a bit less rhapsodically, that we need to become adept at riding the waves of change. By now there should be little doubt in anyone's mind that change is indeed a critical issue in an age where technology turnover occurs in a matter of months, where customers expect and can demand more for their money, and where the competition is in relentless pursuit.

Unfortunately, the clarion call for change is seldom framed within a context that allows us to roll up our sleeves and take action. Now that an abundance of converts have bought into the message that a change-culture is critical to survival in every sector of the economy, the evangelists of change offer little practical advice about what needs to be done and how to get it done. Likewise, war stories often leave us with the haunting feeling that critical unknowns and dissimilarities between our situation and theirs limit the value of comparisons alone. In essence, what we need are a set of guiding principles that will ensure the emphasis on change is effectively channeled toward improving the way business gets accomplished.

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