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Reengineering the Corporation offers nothing less than a brand-new vision of how companies should be organized and managed if they are to succeed - indeed even survive - in the 1990s and beyond. Reengineering does not seek to make businesses better through incremental improvements - 10 percent faster here or 20 percent less expensive there.

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The Business Process Reengineering (BPR) concept is quite new, emerging in the work of writers such as Davenport and Short (1990), Hammer (1990), Hammer and Champy (1993), and Harrington (1991).

Please cite as: Fitzgerald, B. and Murphy, C. (1996

Book Review Reengineering the Corporation: A Manifesto for Business Revolution, Michael Hammer and James Champy, Nicholas Brealey Publishing. London, 1993 (Harper Collins in U.S.A).

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Business process reengineering (BPR) is the practice of rethinking and redesigning the way work is done to better support an organization's mission and reduce costs. Organizations reengineer two key areas of their businesses.

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Jim Champy also wrote Reengineering the Corporation: A Manifesto for Business Revolution. He helped create and popularize business process re-engineering and develops strategy for Perot Systems consulting practice.

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