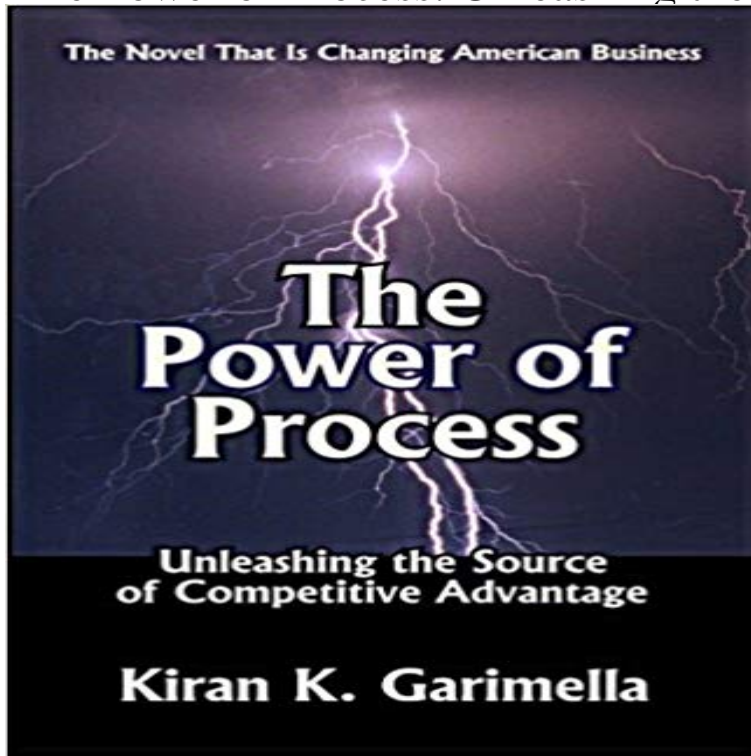


The Power of Process: Unleashing the Source of Competitive Advantage



This gripping, fast-paced book is changing how America does business in the twenty-first century. Not since Eliyahu Goldratt's 1984 breakthrough book, *The Goal* (2 million in print), has such an intriguing business message been presented at the intersection of business and entertainment. This book is an engaging novelette and, at the same time, a thought-provoking business book about how to harness the power of process management to unleash new sources of competitive advantage. Kiran Garimella separates the hype from the reality of process management, arguing for the new mindset and corporate culture necessary to sustain a true process-oriented organization. Process management can enable innovation, address compliance, increase controllership, manage risk, improve customer-centricity, and ensure agility. Dr. Garimella reinforces his message through fictional situations and engaging dialog. He turns the inevitable alphabet soup of business and technology terms into a gourmet's delight with true business substance. Required reading for anyone wanting to succeed in the brave new world of total global competition.

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