



Benchmarking: The Search for Industry Best Practices that Lead to Superior Performance

By Robert C. Camp

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Written by Dr. Robert Camp, universally regarded as the founding father of the benchmark process, this bestseller is quite simply the definitive reference on the topic. Camp guides readers through the historic ten-step benchmarking process that he developed while at Xerox. This process is credited with reviving that company when it was floundering in 1979. Camp presents other examples of the process, including its dramatic application to L.L. Bean. He uses these examples to show managers how to relate benchmarking to their own circumstances and then provides them with expert strategy and tips so that they can efficiently and easily launch their own quest for best performance.

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- Sales Rank: #1212233 in Books
- Published on: 2006-08-31
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .73" w x 6.00" l, 1.05 pounds
- Binding: Paperback
- 320 pages

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Editorial Review

About the Author

Robert C. Camp is manager, benchmarking competency, quality office, for Xerox Corporation's U.S. customer operations. The most widely recognized authority on benchmarking, Camp helped establish the International Benchmarking Clearinghouse, and served on the Executive Committee of the Council of Logistics Management.

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