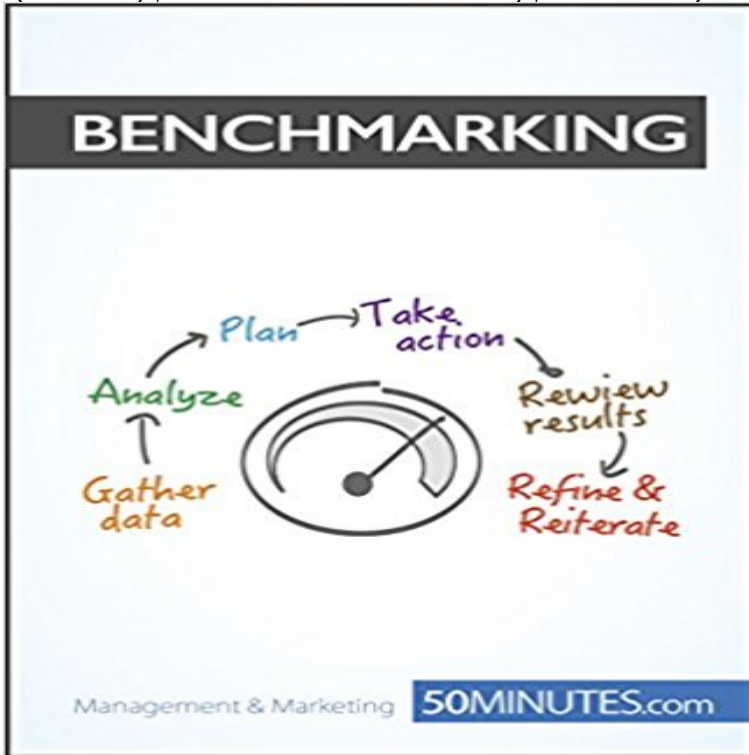


Benchmarking: Analyze performance and adapt your procedures (Management & Marketing Book 4)



Analyze performance and adapt your procedures. This book is a practical and accessible guide to understanding and implementing benchmarking, providing you with the essential information and saving time. In 50 minutes you will be able to: Understand the different types of benchmarking and choose the best one for your company. Catch up with the competition by comparing their processes to your own and identifying the best practices. Use your results to make concrete improvements to your processes and procedures. ABOUT 50MINUTES.COM Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

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