



Process Think: Winning Perspectives for Business Change in the Information Age

Varun Grover, William J. Kettinger

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"Process Think" is a managerial orientation to act proactively in identification of process opportunities, a capability to apply process concepts in problem solving, and a demonstrated willingness to transfer process thinking to fellow employees, customers and partners. This text presents a diversity of perspectives pertaining to change management in the information age through the use of more sophisticated information technology that would test a company's ability to modify business models and corresponding processes.

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