

:

(Reengineering )

:

---

:

-

- 
- 
- 

:

ii .

" :

iii "

( )

"Adam Smith "

iv .

i .

: 

---

 .1

Reengineering is not reorganizing "

:

.1.1

v . "it is not new wine in old bottles

vi .

organizations, and technology utilization ».

20-21 ) "Hammer"  
The Power of ": (June 2006  
"Technology, Enabled Precess  
The Royale Somesta )  
(Hotel Cambridge  
(Hamme and co)

vii

viii. "The engineering by Training"

"

" Hammer, M & Champy, J" "

(M.Hammer)

ix

.2.1

(Reengineering The Corporation)

(M.Hammer

The Reeengineering .1

.Revolution

Beyond .2

.Reengineering

The Agenda .3

( M.Hammer)

x

« We are a management education and research firm that focuses on cutting edges issues in operations,

- 
-

145-137 . . . - :

.( )

•

•

•

•

•

•

xii

•

.2

:

" "

•

.1.2

:

•

•

•

•

•

•

•

•

•

•

xi

:

:

(01 )

% 70

xiii

:

.1

.2

( )

.3

.4

xv

**.2.2**

1994

50.6

% 72

9.9

% 3.2

150

xvii

xiv

(02)

\*

xix .

:

**.2**

( )

\*

( )

\*

)

\*

( :

:

\*

:1

( )

\*

:2

:3

:4

:5

xviii .

\*

:

**.1**

:

\*

\*

\*

\*

\*

\*

\*

xx .

:( ) .3

:  
:( ) /1

:  
/2

: :

:

xxi . ...

: .4 ( ) (

( )

( )

.5

xxii

xxiii

xxiv

( )

\_\_\_\_\_ :

:(01)

<b>TQM</b>	<b>Restructuring</b>	<b>Downsizing</b>	<b>Reengineering</b>	
		-		
/	/	/		

.70 \_\_\_\_\_ :

**100**

:(02)

**44**

<b>85</b>	<b>9</b>	<b>1</b>	<b>75</b>	
<b>75</b>	<b>44</b>	<b>14</b>	<b>17</b>	
<b>65</b>	<b>35</b>	<b>9</b>	<b>21</b>	
<b>64</b>	<b>33</b>	<b>11</b>	<b>20</b>	
<b>62</b>	<b>32</b>	<b>13</b>	<b>17</b>	
<b>60</b>	<b>37</b>	<b>6</b>	<b>17</b>	
<b>44</b>	<b>20</b>	<b>10</b>	<b>14</b>	
<b>48</b>	<b>24</b>	<b>9</b>	<b>15</b>	
<b>28</b>	<b>15</b>	<b>7</b>	<b>6</b>	

**Source :** Randall .S Schuler & Susan E. Jackson ,**Human Resource Management: Positioning for the 21 st Century.** N.Y, West Publishing Company, 1996, p301.

