



# Strategic Benchmarking Reloaded with Six Sigma: Improving Your Company's Performance Using Global Best Practice

*Gregory H. Watson*

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**A new update of the classic text on benchmarking**

*Strategic Benchmarking Reloaded with Six Sigma* updates benchmarking, the revolutionary business performance methodology, by adding statistical concepts from Six Sigma. These two methodologies combine to form a powerful platform for improving any company's overall performance. This new revision reviews the first twenty-five years of development in benchmarking and features new appendices, case studies, and topics, making this the most complete and comprehensive coverage of the subject available.

Topics include:

- Stimulating business improvement with benchmarking
- Linking Six Sigma to strategic planning and benchmarking
- Understanding the essence of process benchmarking
- Making statistical comparisons in benchmarking
- Applying benchmarking results for maximum utility
- Reviewing lessons learned from old case studies
- Conducting a strategic benchmarking study
- Performing an operational benchmarking study
- Mainstreaming benchmarking into strategic planning
- Creating a sustainable benchmarking capability
- **Plus:** appendices covering the benchmarking code of conduct, operating procedures, and Web resources

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