"Mission Control, we've got a problem," asserts GE veteran. As a result of outsourcing and alliances, companies must now manage business operations scattered across the globe, but most companies aren’t ready.

New York, NY (PRWEB) September 27, 2006 -- Globalization is the greatest upheaval in the business world since the Industrial Revolution. Under threat from total global competition, companies must increasingly rely on their business processes to remain competitive. "Businesses need to manage complex operations that are now scattered across the globe as a result of alliances, outsourcing and partnerships. But the process-management capabilities most companies have in place were designed for the old way of doing business where most of a company’s activities were under its own roof," says management veteran, Dr. Kiran Garimella, in a new book on process management.

With over twenty years of broad experience as a corporate manager, consultant and academic, including leadership roles at a GE company, Dr. Garimella’s battle scars show up as engaging dialogs and vignettes in his thought-provoking business book, "The Power of Process: Unleashing the Source of Competitive Advantage." Just released, it’s about how to harness the power of process management for staying ahead in today’s fiercely competitive global economy.

Garimella convincingly argues that, “Process management can enable innovation, address compliance, increase controllership, manage risk, improve customer-centricity, and ensure agility.” He also calls on executives to ponder the true goal of process improvement and increased productivity: the re-deployment of time into growth and innovation. Garimella shows how process management can bring IT and business units to the same table to share a common model of the business, and thereby increase organizational synergy.

“You’ll be itching to make changes to your business by the time you finish reading Garimella’s book,” concludes Rajeev Jain, Head of Quality, Fidelity Business Services in India. Garimella’s message is a wake-up call for businesses everywhere.

DR. KIRAN GARIMELLA has over twenty years of experience at the intersection of management and technology. A former Chief Architect and CIO at a GE company, his industry experience ranges from healthcare finance, telecommunications, credit cards, banking, marketing, and general finance. Garimella holds a BS in Chemistry, an MS in Computer Science, and a Ph.D. in Decision and Information Sciences from the University of Florida. He is a GE-certified Six Sigma Green Belt. He also has served as an Assistant Professor of Business at Central State University in Ohio.