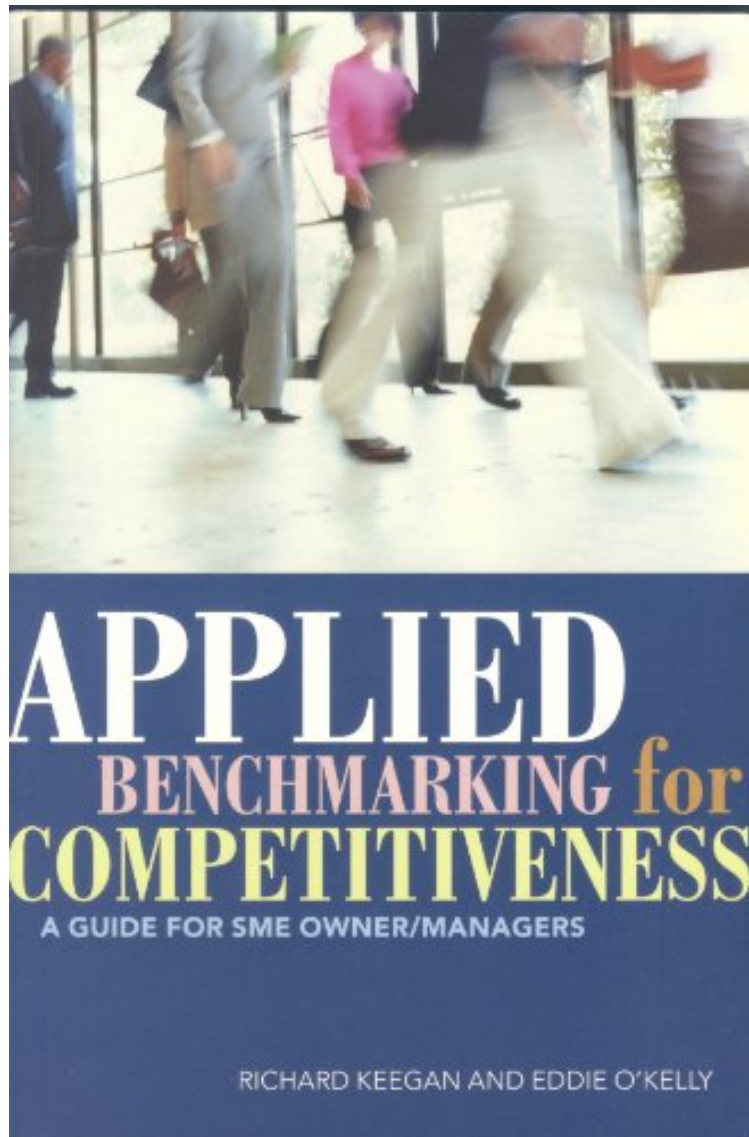


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Applied Benchmarking for Competitiveness (ABC) is a simple approach to help companies to diagnose objectively,

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About the Author Dr Richard Keegan is a senior specialist at Enterprise Ireland, in the areas of World Class Business and Benchmarking and a staff member at University of Dublin, Trinity College. Eddie O'Kelly is Chairperson of EirGrid plc, and Emeritus Professor of Industrial Engineering, National University of Ireland, Galway.