



The Goal: A Process of Ongoing Improvement (Paperback)

By Eliyahu M. Goldratt, Jeff Cox

Taylor Francis Ltd, United Kingdom, 2004. Paperback. Condition: New. 3rd New edition. Language: English . Brand New Book. Alex Rogo is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a guru to industry and by Businessweek as a genius , Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems. This 20th anniversary edition includes a series of detailed case study interviews by David Whitford, Editor at Large, Fortune Small Business, which explore how organizations around the world have been transformed by Eli Goldratt s ideas. The story of Alex s fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli...



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