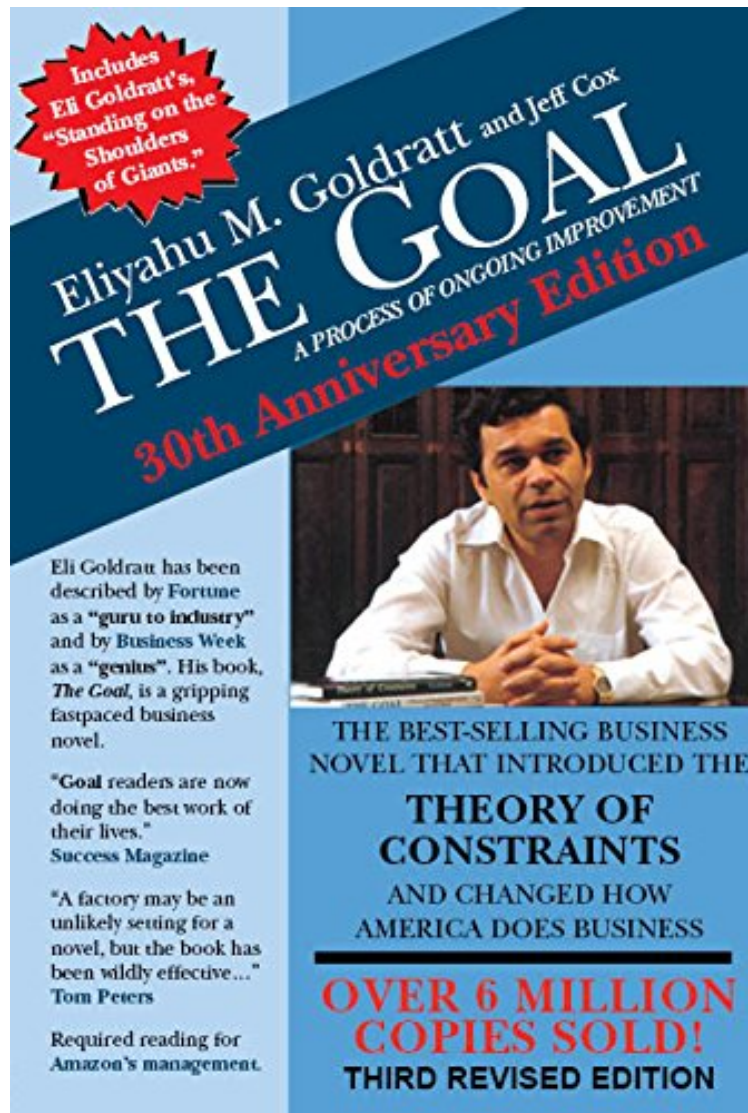


## The Goal: A Process of Ongoing Improvement

Eliyahu M. Goldratt, Jeff Cox

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**Eliyahu M. Goldratt, Jeff Cox : The Goal: A Process of Ongoing Improvement** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Goal: A Process of Ongoing Improvement:

0 of 0 people found the following review helpful. It was SurprisingBy Carrie HHaving first read The Phoenix Project, I decided to give this book a shot based on recommendations from that book. I wasn't sure a book about industrial manufacturing would help, but I was amazed. I really identified with Alex Rogo in the book. I was actually rooting for Alex.I normally find these types of procedural books very dry and hard to read. This book is in a format that not only kept my attention, but made me want to continue reading for the enjoyment of the story.Based on my experience with this book, I have purchased "It's Not Luck", which is a follow up of sorts. I'm also looking forward to re-reading the

book in a few months to see if I can glean any additional information from the book. 0 of 0 people found the following review helpful. Good Story to Illustrate Modern Scheduling Theory By Customer A thoughtful and entertaining book with a storyline demonstrating how to apply modern production management principles to a difficult situation. This book was first published quite a while ago and even though revised would do even better if modern communication methods and societal mores were updated. A quibble, however, as the story itself is a very good way to help people understand the issues a manufacturing facility faces on a daily basis and a pathway to optimization. The process is a bit simplistic and the resistance to change by the personnel, the union and management was understated compared to reality but it is a story used to illustrate a point. As a former Operations guy myself I sympathized with the pressures the plant manager was facing in particular how sales upper management fail to understand the difficulties faced by production. The concept of removing bottlenecks was done well. This is a good book even for experienced operations personnel to use to gain insight into complex scheduling processes and could help with getting buy-in for managing change and moving toward modern scheduling techniques. 0 of 0 people found the following review helpful. Time to change your view and thinking By Kanishk Rastogi If your organization/plant faces the classic problem of Quality, Cost Delivery: "why can't we consistently get a quality product out the door on time at the cost that can beat the competition?" or if you have a plant manager who is "always promoting some new thing he's doing, and most of the time what he's doing isn't any different from the things everyone else is doing", then you better read this book and make others to read it as well. This book introduced the Theory of Constraints to the world of business and has made its way to B-Schools as a textbook. Eliyahu Goldratt has done an excellent job in explaining his theory using a novel-style writing. It is a story of a struggling plant manager to improve his plant's performance and save it from closure. The expert in this story provoked the main character to "derive his solutions by supplying the question marks instead of exclamation marks". Recommended read for every professional in manufacturing.

30th Anniversary Edition. Written in a fast-paced thriller style, *The Goal*, a gripping novel, is transforming management thinking throughout the world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors. Alex Rogo is a harried plant manager working ever more desperately to try 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 professor from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. The story of Alex's fight to save his plant is more than compulsive reading. It contains a serious message for all managers in industry and explains the ideas, which underline the Theory of Constraints (TOC), developed by Eli Goldratt. One of Eli Goldratt's convictions was that the goal of an individual or an organization should not be defined in absolute terms. A good definition of a goal is one that sets us on a path of ongoing improvement. Pursuing such a goal necessitates more than one breakthrough. In fact it requires many. To be in a position to identify these breakthroughs we should have a deep understanding of the underlying rules of our environment. Twenty-five years after writing *The Goal*, Dr. Goldratt wrote *Standing on the Shoulders of Giants*. In this article he provided the underlying rules of operations. This article appears at the end of this book. "Like Mrs. Fields and her cookies, *The Goal* was too tasty to remain obscure. Companies began buying big batches and management schools included it in their curriculums. Fortune Magazine "A survey of the reading habits of managers found that though they buy books by the likes of Tom Peters for display purposes, the one management book they have actually read from cover to cover is *The Goal*." The Economist "Goal readers are now doing the best work of their lives." Success Magazine "A factory may be an unlikely setting for a novel, but the book has been wildly effective." Tom Peters Required reading for Amazon's Management.

'A survey of the reading habits of managers found that though they buy books by the likes of Tom Peters for display purposes, the one management book they have actually read from cover to cover is *The Goal*.' The Economist 'Goldratt's system, in essence, forces production managers and workers alike to coordinate their work-with an underlying principle in mind: that 'bottlenecks'...are what ultimately constrain the manufacturing environment.' Business Week 'This theory provided a persuasive solution for factories struggling with production delays and low revenues.' Harvard Business 'Like Mrs. Fields and her cookies, *The Goal* was too tasty to remain obscure. Companies began buying big batches and management schools included it in their curriculums.' Fortune Magazine 'Anybody who considers himself a manager should rush out, buy and devour this book immediately. If you are the only one in your place to have read it, your progress along the path to the top may suddenly accelerate...one of the most outstanding business books I have ever encountered.' Punch Magazine 'Goal readers are now doing the best work of their lives.' Success Magazine 'The Goal has always been essential reading for those looking to eliminate bottlenecks from their business. The latest edition also shows how its ideas have been applied in real life.' Works Management 'Written in the style of a novel it treats the subject of ongoing personal development in a unique way. although the scene is set in a US manufacturing company it can easily be transferred to your business. You will learn as you read this story, recognizing the changes you need to make as you progress. Definitely a book to read...' The Hairdresser About the

Author Eliyahu M. Goldratt was an internationally recognized leader in the development of new business management concepts and systems, and acted as an educator to many of the world's corporations. From AudioFile A novel, business lesson, and wake-up call for leaders whose companies are bogged down by complacency, sloppy thinking, and bureaucratic stupidity, this 1984 text is anchored by the comforting voice of Eric Conger and a strong cast of voice actors who handle the material with immense skill. They deftly balance between the need to jazz up the dry business content and the temptation to succumb to the story's melodrama. The heroic story line seems hindered by extraneous dialogue and subplots, but the voice performances make the production hard to fault as a listening experience. The main point is that companies are profitable when archaic habits are persistently reexamined with fresh eyes for constraints and bottlenecks. T.W. copy; AudioFile 2007, Portland, Maine-- Copyright copy; AudioFile, Portland, Maine