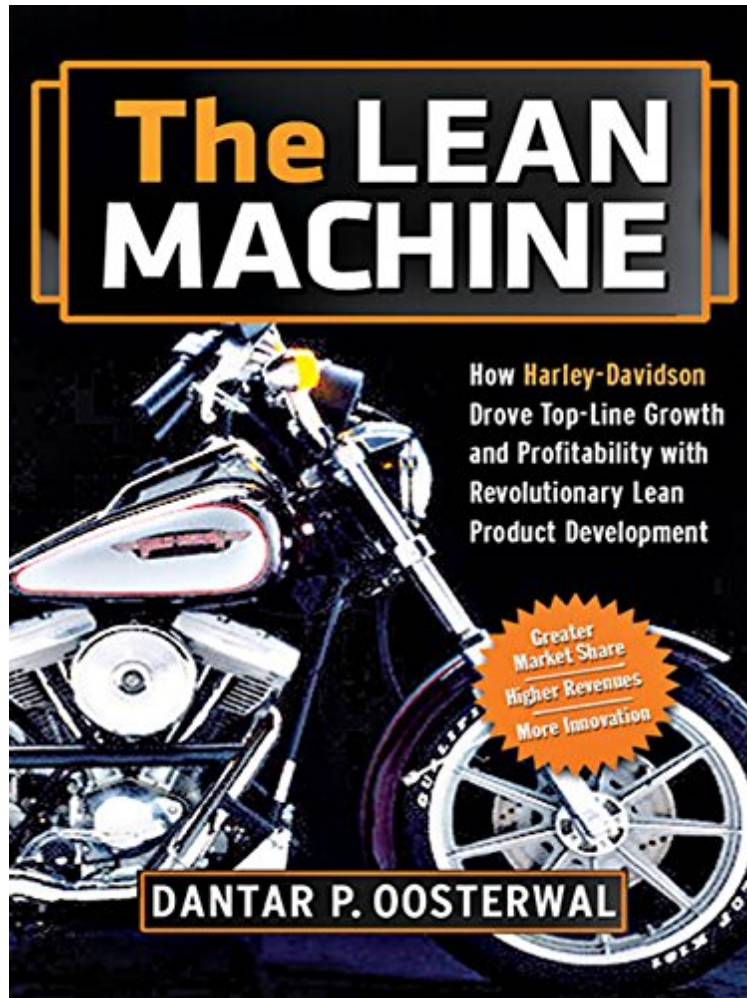


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The Lean Machine: How Harley-Davidson Drove Top-Line Growth and Profitability with Revolutionary Lean Product Development

Dantar P. OOSTERWAL

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0 of 0 people found the following review helpful. A good introduction to knowledge-based product development. By Everson The book provides good insights about how Harley-Davidson has successfully improved its product development process. Most of the problems described are well known by the community and the author has done a very good job in explaining them. However, when it comes to the solutions taken to fix those problems, the book is very superficial. Only short, generic descriptions are provided. The oobeya implementation, for instance, is

highlighted as one of the main enablers of the structural changes that increased the product development rate. But, I've finished the book without a good understanding of how the oobeya has been implemented. This is the main reason for I rating the book with 3 stars.0 of 0 people found the following review helpful. Exceptional Study of Lean PDBy Larry NThere are few opportunities to learn how organizations make the transformation to excellence. Oosterwal shares the actual experience in learning from the original researchers of Lean PD. Few works provide the practitioner with such insight into how one organization can change as well as general application to any enterprise seeking improvement in development effectiveness and efficiency. A very valuable contribution to our discipline.0 of 0 people found the following review helpful. Some essential nuggets if you're willing to wade through it.By CustomerConcept-wise, this is an extremely valuable book. I wish, though, that the author had used a ghost writer. It is very dense, and the key points are buried in long and rambling story-telling. The first half of the book is especially boring.There's a great 50-page book in here somewhere that we product development leaders could all use.

2017 Shingo Prize for Literature. Some things never change. Harley-Davidson is still the great, iconic American motorcycle. But like many storied companies, Harley has had to evolve to stay on top, even to stay in existence. From near-extinction in the early eighties, it has risen to worldwide recognition for management excellence and innovation. The Lean Machine is an inside look at how Harley-Davidson was able to adapt in an ever-changing world and accelerate product development. Rooted in Japanese productivity improvement techniques, Knowledge-Based Product Development helped fuel Harley's incredible period of sustained growth. Even after the company earned the PDMA Corporate Innovator Award in 2003, Dantar Oosterwal, a Harley-Davidson executive, took the improvement a quantum leap further. By implementing Lean Product Development techniques, Harley realized an unprecedented fourfold increase in throughput in half the time, powering annual growth of more than ten percent. In The Lean Machine, Oosterwal shows the day-to-day transformation at Harley and identifies universal change and improvement issues, so that companies in any industry can incorporate Knowledge-Based Innovation—with predictably excellent results.