

Isn` t It Obvious



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Reviews

A top quality ebook and the font used was fascinating to read through. It is written in easy terms and not confusing. Its been written in an remarkably easy way in fact it is simply after i finished reading through this publication through which actually altered me, alter the way i believe.

(Roberto Block)

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Productivity & Quality Publishing Pvt Ltd/ IBH, 2010. Softcover. Condition: New. A breakthrough solution is exposed when some unexpected events force Caroline and Paul, a married couple working for their family's retail business, to make a few small changes in the way things are done. A solution that propels the family's regional chain of stores into a very profitable, rapidly growing, international enterprise. If there is a hint of Jonah, from THE GOAL, reappearing in this novel, it is Henry, the soon-to-retire president and majority owner of the company who logically states that, "if you do not deal directly with the core problem, don't expect significant improvement." Eli Goldratt's Theory of Constraints is woven throughout this book but answers are not handed to you. The reader, along with the characters in the book, work through the process together to discover solutions. This book does for Retailing what Goldratt's international best-seller, "The Goal", did for manufacturing. The elegant but simple solutions give the reader that sensation that followers love about Goldratt: "Ah-ha! Now I get it!" And that's when Goldratt says: "Isn't It Obvious?" Printed Pages: 0.



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