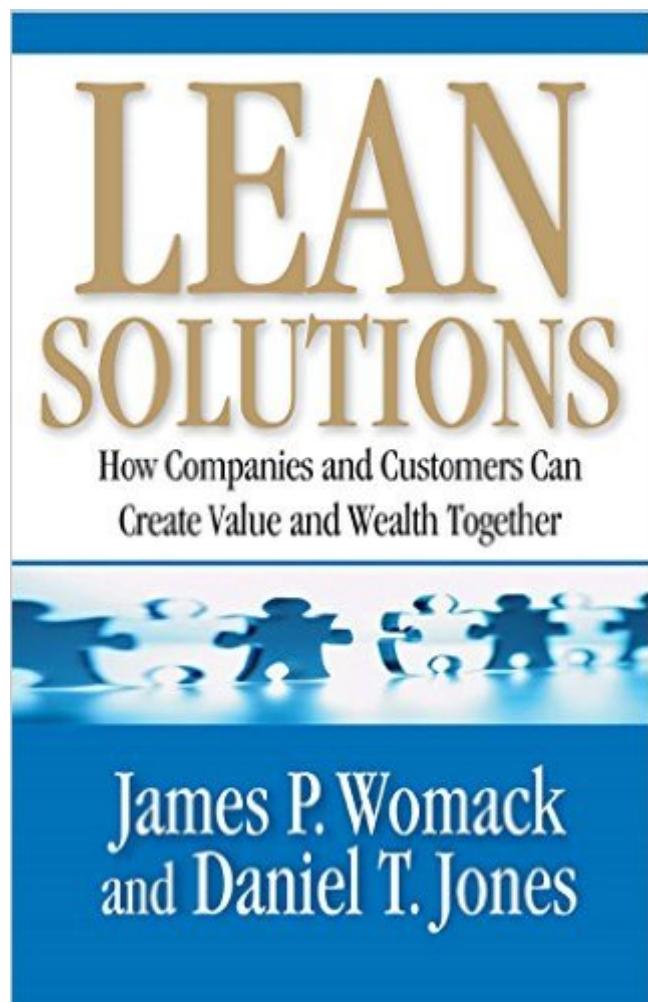


The book was found

Lean Solutions: How Companies And Customers Can Create Value And Wealth Together



Synopsis

Womack and Jones deconstruct the broken producer-consumer model and show businesses how to repair it, by providing the full value consumers desire from products without wasting time or effort. Why is it that, when our computers or our cell phones fail to satisfy our needs, virtually every interaction with help lines, support centers, or any organization providing service is marked with wasted time and extra hassle? In their bestselling business classic *Lean Thinking*, James Womack and Daniel Jones introduced the world to the principles of lean production—“principles for eliminating waste during production. Now, in *Lean Solutions*, the authors establish the groundbreaking principles of lean consumption, showing companies how to eliminate inefficiency during consumption. *Lean Solutions* is full of surprising success stories: Fujitsu, a leading service company for technology, has transformed the way call centers solve problems—“learning how to eliminate the underlying cause of current problems rather than fixing them again and again. An extremely successful car dealership has adopted lean principles to streamline its business, making for dramatically reduced wait time, fewer return trips, and greater satisfaction for customers—and a far more lucrative enterprise. *Lean Solutions* will inspire managers to take the first steps toward perfecting their company’s process of giving consumers what they really want.

Book Information

File Size: 1732 KB

Print Length: 368 pages

Publisher: Free Press; Reprint edition (December 1, 2009)

Publication Date: December 1, 2009

Sold by: Digital Services LLC

Language: English

ASIN: B0034DGOXM

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #663,008 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #123 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Total Quality Management #330 in Kindle Store > Kindle eBooks > Business & Money > Industries > Customer

Customer Reviews

It is desirable but not necessary to have already read Womack and Jones's previously published *Lean Thinking* before reading this volume. In both, their focus is on "five simple principles" which can guide and inform any organization's efforts to achieve "process brilliance" in its product development, supplier management, customer support, and production processes. The principles are:

1. Provide the value actually desired by customers.
2. Identify the value stream for each product or service.
3. Get and keep each step of the value stream in proper alignment.
4. Enable the customer to "pull" rather than "push" maximum value from what you offer.
5. Once the value, value stream, flow, and pull are established, "start over from the beginning in an endless search for perfection, the happy situation of perfect value provided with zero waste."

In this context, I am reminded of Albert Einstein's emphasis on making everything as simple as possible...but no simpler. Lean initiatives should eliminate "fat" but not "muscle." Decision-makers in many organizations confuse rightsizing with downsizing. In *Lean Solutions*, Womack and Jones identify what they characterize as "the emerging challenges of consumption" despite the availability of better, cheaper products." And this seems very strange when we stop to consider that satisfying consumption - not just making brilliant products - is the whole point of lean production." In response to challenges such as complicated purchase decisions because "consumers are often drowning in a sea of choices," they explain how to combine truly lean provision with truly lean consumption. In process, Womack and Jones examine dozens of real-world examples of how various organizations have done so.

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