



The Goal: A Process of Ongoing Improvement

By Eliyahu M. Goldratt, Jeff Cox

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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.

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Editorial Review

Review

"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*

"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*

"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*

"This theory provided a persuasive solution for factories struggling with production delays and low revenues." --*Harvard Business Review*

About the Author

Eliyahu M. Goldratt is an internationally recognized leader in the development of new business management concepts and systems, and acts as an educator to many of the world's corporations.

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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. © AudioFile 2007, Portland, Maine-- Copyright © AudioFile, Portland, Maine

Users Review

From reader reviews:

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Judy Washburn:

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