



Going Lean: How the Best Companies Apply Lean Manufacturing Principles

Stephen A. Ruffa

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Going Lean sets aside the notion that efficient operations and powerful innovations are only possible when business is steady and demand is growing. Instead, companies must learn that sudden shifts or unpredictable conditions need not undermine their results.

Led by a new breed of companies - Toyota, Wal-Mart, and Southwest Airlines - a powerful, yet unexpected mindset is reshaping the rules for business competitiveness. By using Lean Dynamics - based on the now famous Toyota Production System - companies everywhere can thrive in virtually any environment.

In *Going Lean*, listeners will learn how to:

Deliver industry-leading returns

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