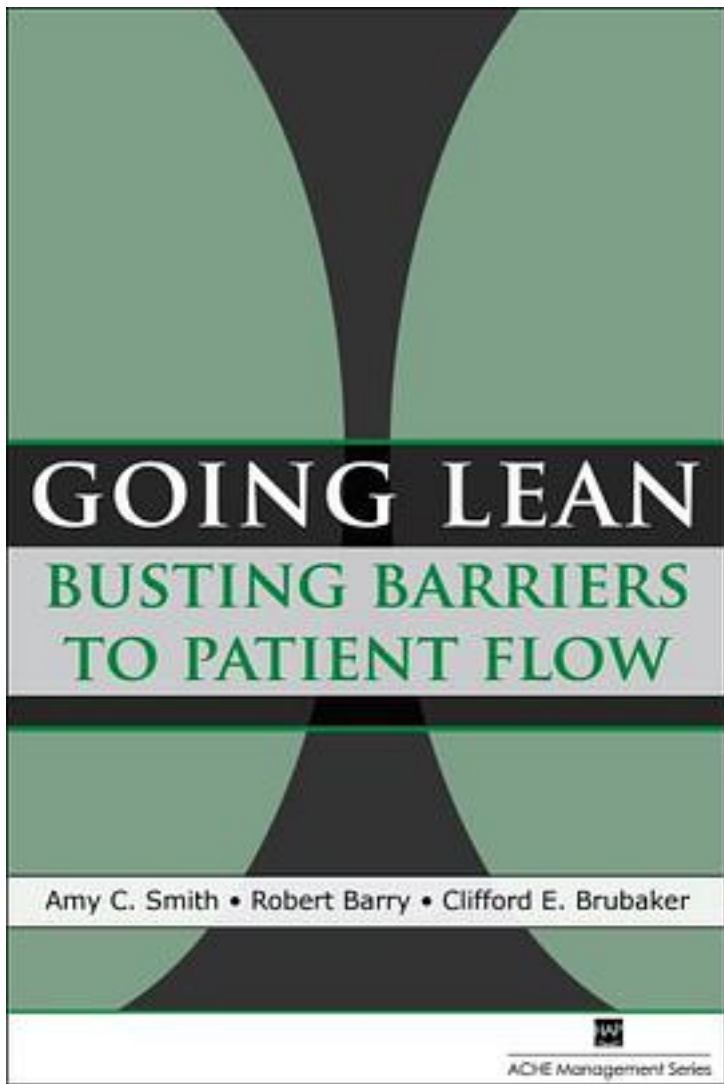


Going Lean



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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 (tm)--based on the now-famous Toyota Production System--companies everywhere can thrive in virtually any environment. In Going Lean, readers will learn how to: become broadly effective in creating and sustaining value * set a critical foundation for achieving sustained excellence * identify sources of lag and create robust value streams that thrive in today's dynamic conditions * describe the underlying techniques to maintain steady and predictable flow * create a system based on "pull," or external demand that consistently introduces new innovation even during severe downturns * strive for perfection * deliver industry-leading returns

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