

Lean for CEOs



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著者:Baudin, Michel

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The a oeleana label has become a mark of effectiveness and efficiency in operations, not only in manufacturing but in services as well. As the practice of lean spreads, managers around the world are realizing how central it is to corporate strategy. Baudin has previously written handbooks for assembly, logistics, and working with machines. In Lean for CEOs, he draws on 20 years of consulting experience to provide the same level of practical guidance to executives who are driving growth and profitability. Using numerous examples from a variety of industries, Baudin describes the actions that corporate leaders must first take to transform their enterprise to lean and then run it in a way that sustains and enhances the results. Focusing on the implementation of lean practices throughout the organization "including participation and accountability of managers in finance, sales, marketing, product development, and ITa "Baudin presents tools to improve decision making, project management, program measurement, and cross-company communication.

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