



The Goal: A Process of Ongoing Improvement - 30th Anniversary Edition

Eliyahu M. Goldratt, Jeff Cox

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In celebration of thirty years since the first publication of Eliyahu Goldratt's essential business classic, HighBridge is proud to present an expanded audio edition of The Goal, featuring the original novel, plus case study reviews, and the author's highly regarded essay "Standing on the Shoulders of Giants." Also included is an audio archive exclusive featuring Eliyahu Goldratt in conversation about the significance-both personal and professional-of his breakthrough work. Alex Rogo is the manager of a failing manufacturing plant who receives an ultimatum from corporate headquarters: Turn the situation around in three months or the plant will be scrapped. With help from a mysterious mentor, Rogo discovers a revolutionary new way to do business-a way for people in any field of endeavor to increase productivity, profitability, and personal fulfillment. The story of Alex's fight to save his plant contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Dr. Goldratt. First published in 1984, The Goal has changed how America does business.

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