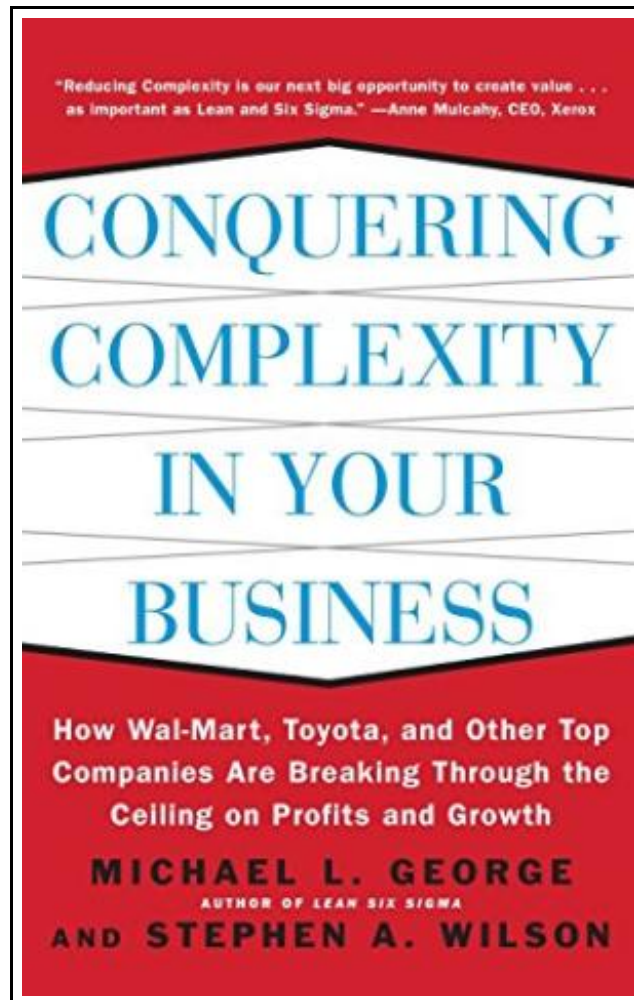


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CONQUERING COMPLEXITY IN YOUR BUSINESS: HOW WAL-MART, TOYOTA, AND OTHER TOP COMPANIES ARE BREAKING THROUGH THE CEILING ON PROFITS AND GROWTH



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Conquering Complexity in Your Business: How Wal-Mart, Toyota, and Other Top Companies are Breaking Through the Ceiling on Profits and Growth, Michael L. George, Stephen A. Wilson, 'The winners and losers in the next decade may well be separated by a single factor: those that conquer complexity and those that do not' - Michael L. George and Stephen A. Wilson. Here's a guarantee: Somewhere in your business, there is too much complexity. It erodes profitability, impedes productivity, confuses customers, and adds non-recoverable costs that can kill you in the marketplace. But that's only half the equation: You may also be losing out by having too little of the complexity where it counts - in the products, services, and options you offer to customers. Customers call this value-added complexity "variety", "options", or "customization". Either way, as you'll discover in "Conquering Complexity in Your Business", the impact of complexity is enormous in terms of lost profit and missed growth opportunities. In this breakthrough book from Michael L. George and Stephen A. Wilson, you'll find out why the trick to outperforming your competition and staying ahead of the curve in today's highly customer-centric business environment is achieving the optimum levels of complexity in your products, services, and operations. Best of all, for the first time in print, you'll find powerful tools that will let you quantify and pinpoint complexity in your business. You'll also find strategies for conquering that complexity and dramatically increasing productivity, profits and market share. "Conquering Complexity in Your Business" is packed with real-world practical advice and guidance from both a strategic and tactical perspective. With the help of fascinating and instructive in-depth case studies from Dell, Capital One, Southwest Airlines, Wal-Mart, Toyota, Scania, Lockheed Martin, Aldi, and other companies that have...



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