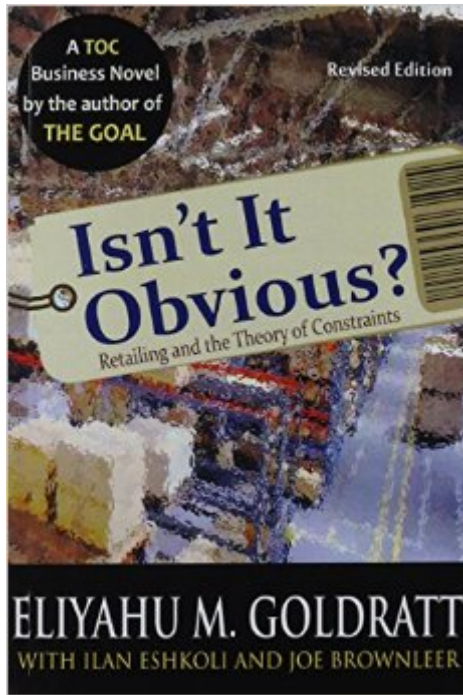


The book was found

Isn't It Obvious? Revised



Synopsis

THIS BOOK DOES FOR RETAILING WHAT GOLDRATT'S INTERNATIONAL BEST-SELLER, "THE GOAL" DID FOR MANUFACTURING. A breakthrough solution is exposed when some unexpected events force Caroline and Paul, a married couple working for their family's retail business, to make a few small changes in the way things are done. A solution that propels the family's regional chain of stores into a very profitable, rapidly growing, international enterprise. If there is a hint of Jonah, from THE GOAL, reappearing in this novel, it is Henry, the soon-to-retire president and majority owner of the company who logically states that, "if you do not deal directly with the core problem, don't expect significant improvement." Eli Goldratt's Theory of Constraints is woven throughout this book but answers are not handed to you. The reader, along with the characters in the book, work through the process together to discover solutions. The elegant but simple solutions give the reader that sensation that followers love about Goldratt: "Ah-ha! Now I get it!" And that's when Goldratt says: "Isn't It Obvious?" --This text refers to an out of print or unavailable edition of this title.

Book Information

Paperback

Publisher: North River Press (November 5, 2009)

Language: English

ISBN-10: 0884271943

ISBN-13: 978-0884271949

Product Dimensions: 5.4 x 0.7 x 8.2 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (42 customer reviews)

Best Sellers Rank: #609,929 in Books (See Top 100 in Books) #58 inÂ Books > Business & Money > Management & Leadership > Distribution & Warehouse Management #64 inÂ Books > Business & Money > Processes & Infrastructure > Facility Management #268 inÂ Books > Business & Money > Management & Leadership > Planning & Forecasting

Customer Reviews

First of all, let me say that I am a Theory of Constraints fanatic. The Goal confirmed for me so much of what I had always believed. It's Not Luck changed the way I work and interact with people not just in business. Critical Chain was absolutely priceless in my work as a project manager. After losing my job, along with dozens of other talented, hard-working people, I found myself returning to retail. It

was a very difficult move, not only because I would be making 1/8 what I had been before. Retail business models alone have always frustrated me. The particular chain I went to work for was particularly frustrating to me. But it was work. When I heard that Goldratt had (co-)written another TOC book, this time about retail, I was very excited to see what I could apply in my situation. Well, Isn't It Obvious is an excellent start, and could be a wonderful guide for people in the right positions. Small business owners, for instance. Or middle- and upper-level-managers in large chains which employ only completely competent managers who never put their own agenda ahead of the good of the company. For those of us in real-world organizations, however, this is not as helpful as Goldratt's previous works. The main character, Paul White, is married to Carolina, the corporate purchaser and daughter of Henry Aaronson, the CEO nearing retirement. Paul's good friend is the regional warehouse manager. Is it any wonder that so much could be accomplished in such a cooperative environment? I have never seen an organization like the one described in this book. The first third was very exciting as roughly 9 out of every 10 problems I have experienced with my employer was specifically mentioned.

[Download to continue reading...](#)

Isn't It Obvious? Revised Edition
Isn't It Obvious? Revised
Isn't It Obvious?
Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints
Non-Obvious: How to Think Different, Curate Ideas & Predict The Future
Non-Obvious 2016 Edition: How To Think Different, Curate Ideas & Predict The Future
Everything Is Obvious: How Common Sense Fails Us
An Obvious Fact The Miracle Morning, by Hal Elrod: Key Takeaways, Analysis, & Review: The Not-So-Obvious Secret Guaranteed to Transform Your Life Before 8 AM
Summary: Hal Elrod's The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life (Before 8AM)
The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life - Before 8AM
The Gray Rhino: How to Recognize and Act on the Obvious Dangers We Ignore
The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform Your Life (Before 8AM) (The Miracle Morning Book Series 1)
An Obvious Fact (Longmire Mysteries)
If This Isn't Nice What Is?, (Much) Expanded Second Edition: The Graduation Speeches and Other Words to Live By
If This Isn't Nice, What Is?: Advice to the Young-The Graduation Speeches
This Isn't What I Expected [2nd edition]: Overcoming Postpartum Depression
This Isn't What I Expected: Overcoming Postpartum Depression
Planning Isn't My Priority (Functioning Executive)
Karma: What It Is, What It Isn't, Why It Matters

[Dmca](#)