

The Goal: A Process of Ongoing Improvement

By Eliyahu M. Goldratt, Jeff Cox

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30th Anniversary Edition

Written in a fast-paced thriller style, The Goal, a gripping novel, is transforming management thinking throughout the world. It is a book to recommend to your friends in industry - even to your bosses - but not to your competitors. Alex Rogo is a harried plant manager working ever more desperately to try improve performance. His factory is rapidly heading for disaster. So is his marriage. He has ninety days to save his plant - or it will be closed by corporate HQ, with hundreds of job losses. It takes a chance meeting with a professor from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. The story of Alex's fight to save his plant is more than compulsive reading. It contains a serious message for all managers in industry and explains the ideas, which underline the Theory of Constraints (TOC), developed by Eli Goldratt.

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Review
"A survey of the reading habits of managers found that though they buy books by the likes of Tom Peters for display purposes, the one management book they have actually read from cover to cover is The Goal." -- *The Economist*

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"This theory provided a persuasive solution for factories struggling with production delays and low revenues." --*Harvard Business Review*

About the Author
Eliyahu M. Goldratt is an internationally recognized leader in the development of new business management concepts and systems, and acts as an educator to many of the world's corporations.

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