



Isn't It Obvious? Revised

Eliyahu M Goldratt, Ilan Eshkoli, Joe Brownleer

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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?**"

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From reader reviews:

Robert Thompson:

This Isn't It Obvious? Revised book is not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is actually information inside this book incredible fresh, you will get info which is getting deeper a person read a lot of information you will get. This particular Isn't It Obvious? Revised without we realize teach the one who reading through it become critical in considering and analyzing. Don't possibly be worry Isn't It Obvious? Revised can bring once you are and not make your tote space or bookshelves' turn into full because you can have it with your lovely laptop even cellphone. This Isn't It Obvious? Revised having excellent arrangement in word and also layout, so you will not feel uninterested in reading.

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