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# The Goal: A Process Of Ongoing Improvement By Eliyahu M. Goldratt And Jeff Cox: Key Takeaways, Analysis & Review



## Synopsis

The Goal: A Process of Ongoing Improvement by Eliyahu Goldratt and Jeff Cox describes a process by which an unprofitable manufacturing operation can be made profitable. It conveys proven factory turnaround principles through a fictional story.... Please note: This is key takeaways and analysis of the book, not the original book. Inside this Instaread of The Goal: Overview of the book Important people Key takeaways Analysis of key takeaways

## Book Information

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## Customer Reviews

I received a copy of this summary and analysis of "The Goal" in exchange for a review. This book gives an overview on what the original book is about and then lists and analyzes 10 key takeaways for the reader. Topics of discussion include how to measure profitability of a manufacturing operation and how to overcome constraints. My husband is very interested in how business are run, and it is a common topic of discussion in our home. I found this summary to be helpful and enjoyable to read.

Learn how an "unprofitable manufacturing operation can be made profitable". The original 362 page book using Eliyahu Goldratt's ideas but penned by Jeff Cox is a fictional story that uses proven principles. Rogo's plant has three months to become profitable, otherwise it will close. In this 22 page Instaread summary (think DETAILED and interesting review) the reader will be provided with some key ideas but obviously not the entire story. 10 Key Takeaways are stated and discussed in this summary. Here are a couple to whet your appetite:>> #1 - "The goal of any manufacturing

operation is to earn a profit.">> #5 - "The major impediment to a factory earning as much money as it should is bottlenecks, or constraints, in the manufacturing system."Keys 6 thru 10 discuss the five steps to overcoming a bottleneck. What is "throughput"? Find out here.The author's style is described as creating "a story with tension on several levels that keeps the readers enthralled". Lessons learned through fiction so not a boring textbook! This is a short, interesting read for those who do not have the time to read the original (362 pages) but want to know what the book is about. Maybe you have a business that is struggling and need some advice. Please note that my review is based on the quality of this Instaread review and NOT the original book. Product provided in exchange for an honest review. Thanks, Liz

The goal is a key takeaways , analysis and review of the original book of The Goal. In all business they will find "bottlenecks" these are areas that cause profit loss and often failure of a company. The steps to overcoming these bottlenecks are 1. identifying what this area consists of. 2. deciding how to utilize them 3. Making a priority of utilizing the problem. 4. Taking steps to prevent it from reoccurring. 5. is using the above steps is preparing for the next onset to occur. Stating they tend to move from one operation to another. Overall the writing style of this author is easy to follow. The process of steps guide the reader to analyze and identify what their problem areas are. Next very clearly help to eliminate and be better prepared for next problem. I could not find any faults with this book. Although I received this item at a free and or discounted price in exchange for an honest review, it does not change my opinion on product.

The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox/Key Takeaways, Analysis & Review by Instaread is a summary of the book co-written by Goldratt and Cox outlining through a fictionalized story the ways an unprofitable manufacturing operation can be turned around.The key takeaways of this book are: bottlenecks are the main reason manufacturing operations fail to make a profit, and the key to mitigating bottlenecks is to identify them, take immediate action to overcome them, and, most importantly, develop blueprints to enable forecasting future bottlenecks and put procedures in place to avoid them.Using a fictional story based on historical information the authors walk readers through the process of turning an unprofitable company around within an externally imposed deadline to prevent it being sold. Although only a summary, this Instaread book can be useful in focusing an entrepreneur's mind in the right direction, and makes me want to read the book itself.

This is an overview of the actual book "The Goal." Kind of like an abbreviated Cliff's Notes for the full book. It provides a potential reader enough information regarding this book's content to determine if we want to invest the extra money and time to actually buy and read the entire book. As an avid reader I have personally found "Instaread" to be a very helpful and valuable service.

"The Goal" by Jeff Cox is kind of like historical fiction. Cox weaves proven factory turnaround principles through a fictional story, helping the reader better understand how to overcome bottlenecks. Poor work flow, unwise use of labor, and idle machinery, all hinder the effectiveness of the manufacturing process. This review of "The Goal" provides inspiring insight and analysis, gives an overview, and describes key players in the book. If you are curious about what you could learn from Jeff Cox, but hesitant about diving into his book, then this review is for you! I was given a copy of the book to review it.

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