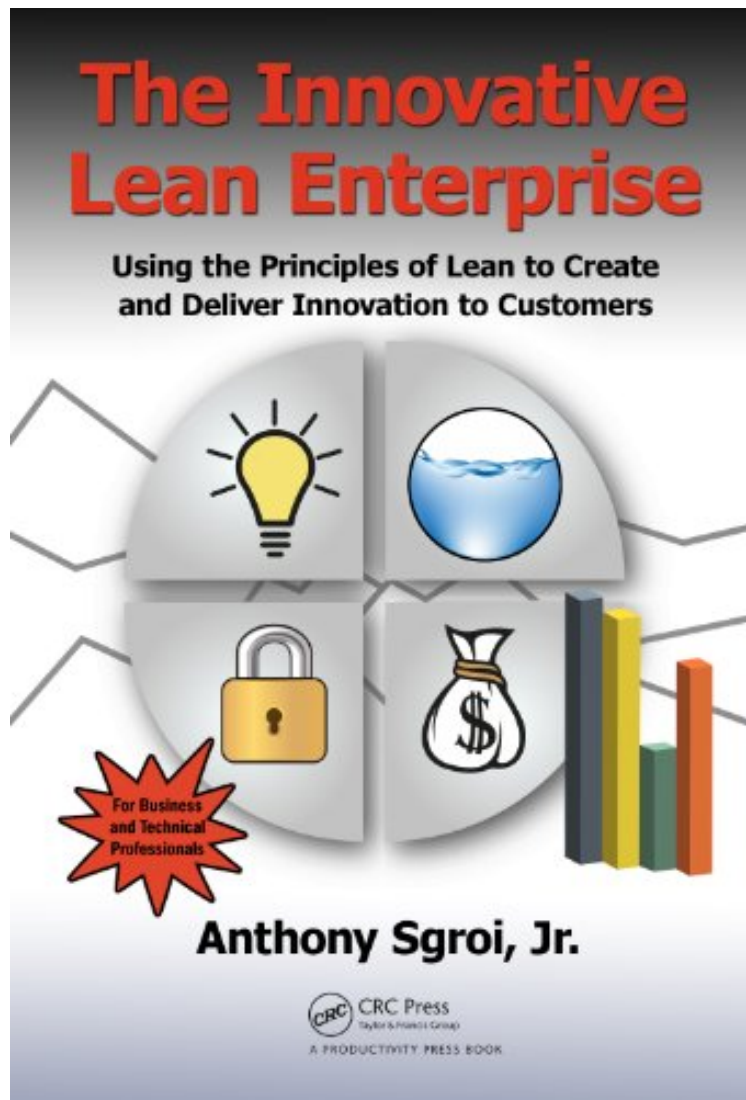


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The Innovative Lean Enterprise: Using the Principles of Lean to Create and Deliver Innovation to Customers

Jr., Anthony Sgroi

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Jr., Anthony Sgroi : The Innovative Lean Enterprise: Using the Principles of Lean to Create and Deliver Innovation to Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Innovative Lean Enterprise: Using the Principles of Lean to Create and Deliver Innovation to Customers:

0 of 0 people found the following review helpful. Three StarsBy JESUS GUILLERMO ESPINOSAInteresting book, but was still expecting more related to the Lean principles.0 of 0 people found the following review helpful. An Excellent Addition to the Lean Product Development Body of KnowledgeBy Ron Mascitelli, Author - Mastering Lean

Product Development This is a fine, practical guide to the critical and often intimidating world of idea generation, innovation, and strategic marketing. The author very effectively humanizes the process of gathering primary market data, crafting a picture (often with visual tools) of the market space, and targeting the most promising market positions for new product entry. A very valuable addition to any serious lean library.

Explaining how to use Lean principles to drive innovation and strategic portfolio planning, *The Innovative Lean Enterprise: Using the Principles of Lean to Create and Deliver Innovation to Customers* outlines simple, yet powerful, visual Lean tools that can enhance idea generation and product development. It starts with a discussion of Lean principles and then identifies the applicable portions of Lean that can drive customer value. The book discusses customer value in the form of the benefits your customers desire. It walks you through the processes of using Lean techniques to effectively evaluate the quality of any prospective marketing opportunity and includes examples from a variety of industries, including healthcare. The text discusses value creation, reduction of waste, entrepreneurial system designer, set-based concurrent engineering, and Lean project management. It also includes numerous examples of visual management tools as they apply to innovation to help you develop the understanding required to achieve a competitive advantage for your brand, division, or company through Lean.

Tony Sgroi has developed an innovative approach to making marketing decisions on a lean basis. Everything is done to create value and eliminate waste. He includes an interesting visual system for assessing and communicating the quality of any prospective marketing opportunity. Philip Kotler, S. C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University *The Innovative Lean Enterprise* is an interesting perspective on the planning process. Its approach is both easy to apply and beneficial. A should-read for anyone in any field of business. Chris Mills, President, North America Consumer Products, BIC USA Inc. Very rarely does a book get published that can make a huge difference to a Business. *The Innovative Lean Enterprise* is such a book. The information within this book is a road map to success. Every business reaches a point where they have to innovate or perish. Tony Sgroi has given you the secret to succeed. By implementing each step Tony Sgroi has outlined in each chapter, you will create a building block for success. I really wish I had this book when I was developing my 35 companies. Ken Varga, author of *How To Get Customers To Call, Buy Beg for More!* The topic of the book from Tony Sgroi is not only for people who are interested in starting a business, but also for any person involved in management of a business or government agency. The composition is very clear, and his step-by-step of how-to-do portrayal assists the readers' comprehension. In addition, the numerous diagrams and graphs add to or enhance the meaning and provide a clear and attractive presentation to the reader. In today's economic and global downturn, Tony's view on maximizing value while minimizing waste is essential to business and daily life. Dr. Henry C. Lee, Distinguished Chaired Professor, Forensic Science, The Henry C. Lee Institute of Forensic Science Tony Sgroi has made an important contribution to the discipline of strategic planning. By adapting the visual management tools of 'Lean' to both define the now; AND envision new and innovative strategic futures. *The Innovative Lean Enterprise* makes it easy to discover and exploit unique competitive advantage for a brand, a division, or a company! Bryan Mattimore, Co-founder of The Growth Engine Company and Author of *Idea Stormers: How to Lead and Inspire Creative Breakthroughs...* a great resource for business and technical leaders and entrepreneurs! Tony has laid out his thoughtful insight in a manner that brings the full force of his over 20 years experience as an engineer, manager, and patent agent registered to practice before the United States Patent and Trademark Office to bear on the complex topic of developing a winning strategy. As an intellectual property attorney and instructor on business and legal topics, it is my opinion that Tony masterfully melded together these components to help ensure the alignment of the strategies that support your business. Ned McMahon, Partner at Ohlandt, Greeley, Ruggiero Perle, LLP I found Tony Sgroi's book very educational with graphic examples of how to move projects forward. He explains how complicated decisions can be made by breaking them down into basic elements. A must-read for entrepreneurs of every field. Don Gringer, Chairman Allway Tools *The Innovative Lean Enterprise* is a vital resource for employees at all levels of your business. It presents a unique strategy framework highlighted with engaging examples to demonstrate successful implementation and execution of your business plan. Evan Anderson, President Allway Tools After reading Mr. Tony Sgroi's book *The Innovative Lean Enterprise* I was struck by the depth of information and knowledge Tony was able to deliver. The book ties together marketing strategy, innovation and lean product development concepts very nicely. The information in the book is powerful and will be important reading for most types of business professionals including General Managers, Brand Marketing Executives, and RD professionals. I highly recommend reading *The Innovative Lean Enterprise* and believe it will be an important addition to the any company training effort focused on delivering customer value and innovation in the marketplace. Steve Brien, Director, Global Human Resources, Unger Global Companies About the Author Anthony Sgroi Jr. is a broadly experienced innovative thinker with a rare combination and proven track record in the disciplines related to customer fulfillment. Mr. Sgroi is highly experienced in the fields of engineering, manufacturing, and law, with a strong understanding of marketing and business strategy. He has considerable

experience in defining value-added customer offerings utilizing the principles of Lean product development. Mr. Sgroi has worked for many well-known companies in the areas of product development. Mr. Sgroi has developed a multitude of products that are currently on the market today. Mr. Sgroi began his career in the areas of product design and procurement. After successfully launching several products, Mr. Sgroi decided to broaden his skill set by studying business, where he acquired a strong interest in marketing and strategy. This understanding allowed him to better contribute across the various disciplines of business. Understanding the level of importance and to further differentiate himself, Mr. Sgroi successfully passed the patent bar, where he is admitted to practice before the U.S. Patent and Trademark Office regarding patent matters. Mr. Sgroi is the holder of 40 patents with more than 30 more pending in the areas of compressed butane lighters, hydrogen generating devices for fuel cells, and various inventions related to cleaning tools. Mr. Sgroi has several forms of hands-on experience and multiple degrees. His degrees are in physics, and mechanical engineering, where he graduated magna cum laude. He also has a master's in business administration.