



It's Not Luck

By Eliyahu M Goldratt

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Using the unique business-novel format, It's Not Luck continues the story of The Goal protagonist Alex Rogo as he navigates a new set of challenges facing the now over-diversified and under-profitable UniCo, where he has risen to the rank of division manager. With an engaging voice and dynamic plot, Goldratt shows how to apply his Theory of Constraints (TOC) to achieve ongoing improvement in sales and marketing, inventory control, and production distribution. In addition, he introduces techniques for successful conflict resolution on both a business and a personal level.

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Editorial Review

Review

'Realistic, fun ... Educational' Business Age 'Not only is Goldratt a fine novelist, his management thinking challenges the norm and provides the reader with much food for thought, as well as ideas for dealing with a host of everyday situations.' The Engineer '... a refreshing and easily digestible style ... for those who want to develop their own innovative solutions rather than apply the quick fix.' BICS Control 'The inspirational ideas in this book are rigorously tested using reason ... an apt reminder that winning in business is not a matter of luck, but of detailed planning allied to vision.' Financial Training Review 'Once I picked up this book I could hardly put it down again as the concepts of the Theory of Constraint - The Thinking Processes, run right through the book.' Executive Engineer

About the Author

Eliyahu M. Goldratt (1947-2011) fue un consultor de negocios cuya teoria de las limitaciones ha servido como modelo para la administracion de sistemas y negocios. Escribio muchos libros, incluyendo No es cuestion de suerte (la continuacion de La Meta), Cadena critica, y Necesario pero no suficiente.

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