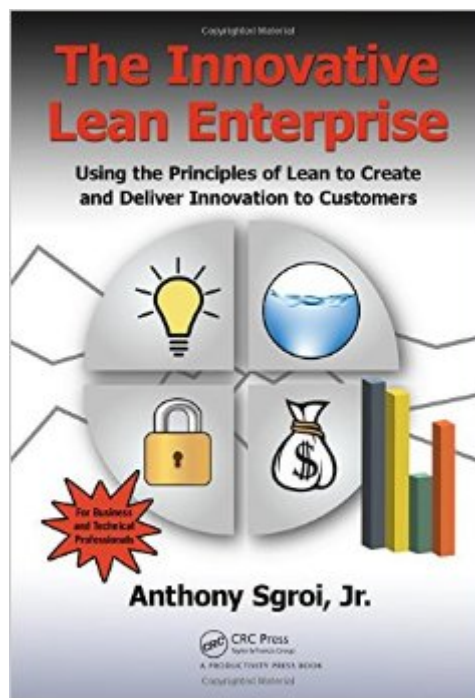


The book was found

# The Innovative Lean Enterprise: Using The Principles Of Lean To Create And Deliver Innovation To Customers



## Synopsis

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.

## Book Information

Hardcover: 315 pages

Publisher: Productivity Press; 1 edition (August 19, 2013)

Language: English

ISBN-10: 1482203901

ISBN-13: 978-1482203905

Product Dimensions: 7 x 0.9 x 10.1 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (2 customer reviews)

Best Sellers Rank: #1,598,868 in Books (See Top 100 in Books) #175 in [Books > Business & Money > Management & Leadership > Quality Control & Management > Lean](#) #506 in [Books > Business & Money > Industries > Manufacturing](#) #543 in [Books > Business & Money > Industries > Industrial Relations](#)

## Customer Reviews

Interesting book, but was still expecting more related to the Lean principles.

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.

[Download to continue reading...](#)

The Innovative Lean Enterprise: Using the Principles of Lean to Create and Deliver Innovation to Customers  
LEAN: Lean Tools - 5S (Lean, Lean Manufacturing, Lean Six Sigma, Lean 5S, Lean StartUp, Lean Enterprise) (LEAN BIBLE Book 3)  
What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services  
Lean: QuickStart Guide - The Simplified Beginner's Guide To Lean (Lean, Lean Manufacturing, Lean Six Sigma, Lean Enterprise)  
Lean Six Sigma: and Lean QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma For Service, Lean Manufacturing)  
LEAN: Lean Bible - Six Sigma & 5S - 3 Manuscripts + 1 BONUS BOOK (Lean Thinking, Lean Production, Lean Manufacturing, Lean Startup, Kaizen)  
What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services  
Collaborative Enterprise Architecture: Enriching EA with Lean, Agile, and Enterprise 2.0 practices  
The Lean Turnaround: How Business Leaders Use Lean Principles to Create Value and Transform Their Company  
Lean Solutions: How Companies and Customers Can Create Value and Wealth Together  
The Lean Enterprise Memory Jogger: Create Value and Eliminate Waste Throughout Your Company  
Practical Lean Accounting: A Proven System for Measuring and Managing the Lean Enterprise, Second Edition  
Lean Enterprise: How High Performance Organizations Innovate at Scale (Lean (O'Reilly))  
Lean Enterprise Value: Insights from MIT's Lean Aerospace Initiative  
Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock  
The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses  
Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers  
Speaking to Teenagers: How to Think About, Create, and Deliver Effective Messages  
Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms  
Lean Six Sigma: The Ultimate Guide To Lean Six Sigma With Tools For Improving Quality And Speed! (Lean, Six Sigma, Quality Control)

[Dmca](#)