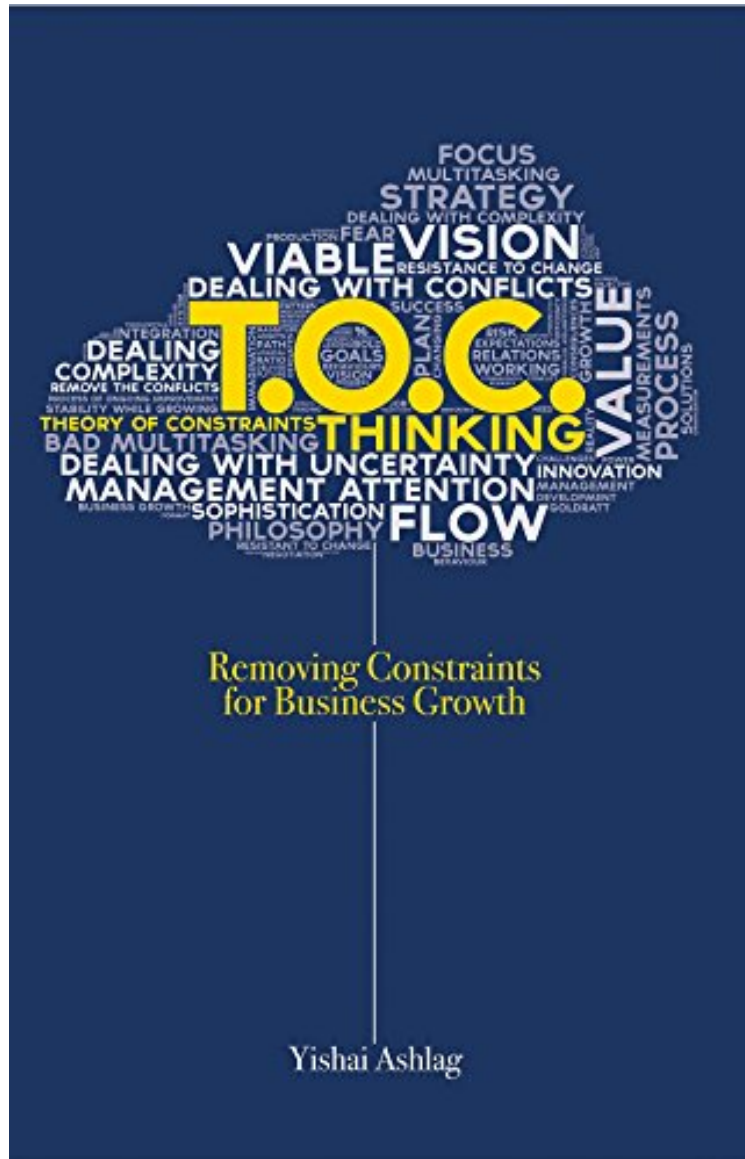


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In business, as in sports, the focus is on winning. But great teams and great companies are about more than delivering immediate results, they develop their unique core philosophy that makes them great over time. When the emphasis is only on winning by delivering numbers, companies are likely to compromise on the development of their core philosophy and its application. This book reveals the Theory of Constraints as a practical management philosophy through fifteen areas including how to deal with uncertainty, complexity and conflicts, growth strategy, and also addresses the flow of executing this philosophy throughout the different elements of operation. The first half of the book highlights major management errors that can be made along with the implications of these errors. The second half of the book focuses on the building blocks of Goldratt's approach for sustainable growth and success.