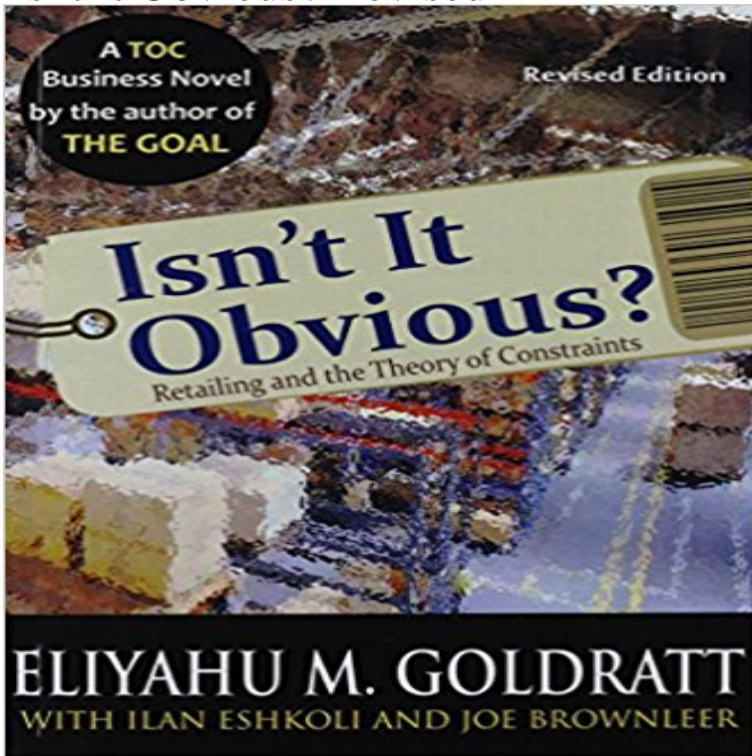


Isnt It Obvious? Revised



THIS BOOK DOES FOR RETAILING WHAT GOLDRATTS INTERNATIONAL BEST-SELLER, THE GOAL DID FOR MANUFACTURING. A breakthrough solution is exposed when some unexpected events force Caroline and Paul, a married couple working for their familys retail business, to make a few small changes in the way things are done. A solution that propels the familys regional chain of stores into a very profitable, rapidly growing, international enterprise. If there is a hint of Jonah, from THE GOAL, reappearing in this novel, it is Henry, the soon-to-retire president and majority owner of the company who logically states that, if you do not deal directly with the core problem, dont expect significant improvement. Eli Goldratts Theory of Constraints is woven throughout this book but answers are not handed to you. The reader, along with the characters in the book, work through the process together to discover solutions. The elegant but simple solutions give the reader that sensation that followers love about Goldratt: Ah-ha! Now I get it! And thats when Goldratt says: Isnt It Obvious?

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