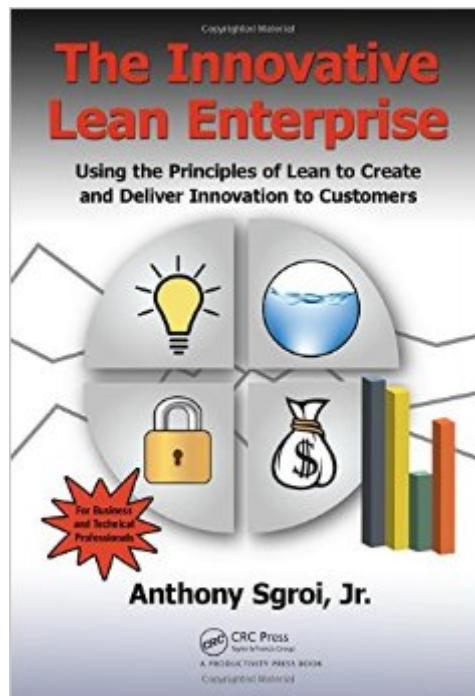


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# The Innovative Lean Enterprise: Using The Principles Of Lean To Create And Deliver Innovation To Customers



## 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

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## 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.

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