



# Going Lean: How the Best Companies Apply Lean Manufacturing Principles to Shatter Uncertainty, Drive Innovation, and Maximize Profits

*Stephen A. Ruffa*

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"Going Lean" sets aside the notion that efficient operations and powerful innovations are only possible when business is steady and demand is growing. Instead, companies must learn that disruption and loss are the price to be paid to remain competitive. Following the lead of a new breed of companies - Toyota, Wal-Mart, and Southwest Airlines - the new, powerful - yet unexpected mindset is that chaos should be the norm. By using "Lean Dynamics" - based on the now-famous Toyota Production System - success can be the outcome.

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