

Librería
Bonilla y Asociados
desde 1950



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A massive disconnect exists between consumers and providers today. Consumers have a greater selection of higher quality goods to choose from and can obtain these items from growing number of sources. So why aren't consumers any happier? Because everything surrounding the process of obtaining and using all these products causes us frustration and disappointment.

In their bestselling business classic Lean Thinking, James Womack and Daniel Jones introduced the world to the principles of lean production. In Lean Solutions, the authors establish the groundbreaking principles of lean consumption, showing companies how to eliminate inefficiency during consumption.

The problem is neither that companies don't care nor that the people trying to fix our broken products are inept. Rather, it's that few companies today see consumption as a process a series of linked goods and services, all of which must occur seamlessly for the consumer to be satisfied. In this landmark new audiobook, the authors deconstruct this broken producer-consumer model and show businesses how to repair it.