



When Lean Enterprises Collide: Competing Through Confrontation

By Robin Cooper

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When Lean Enterprises Collide presents a new theory of competition for manufacturers racing to create the most innovative product at the lowest prices. The author shows that the key to success in this environment is the integrative management of cost, quality, and functionality. Robin Cooper describes eight innovative and aggressive cost management techniques, including target costing and value engineering.

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Editorial Review

From the Back Cover

When *Lean Enterprises Collide* reveals a new theory of competition in which lean manufacturers become locked in a head-to-head race to create the most innovative product at the lowest price. These firms engage in a game of constant and lightning-fast leapfrogging in pursuit of transitory gains. This is the confrontation strategy, and it will shape the competitive landscape for lean enterprises. Cooper shows that the key to success in such an environment is the careful balance of cost, quality, and functionality - the survival triplet - in which cost is the critical element. He describes eight innovative cost management techniques - including target costing and value engineering - that have emerged in Japanese firms to manage costs across the value chain. Leading manufacturers must use aggressive cost management along with TQM and time-to-market to develop products with the appropriate mix of quality, cost, and functionality to satisfy the customer. Evidence of this relentless confrontation strategy and the hidden role of cost management within it emerged during Cooper's five-year study of the management systems inside twenty Japanese companies, including Olympus, Nissan, Citizen, and Komatsu.

About the Author

Since 1984, Harvard Business School Press has been dedicated to publishing the most contemporary management thinking, written by authors and practitioners who are leading the way. Whether readers are seeking big-picture strategic thinking or tactical problem solving, advice in managing global corporations or for developing personal careers, HBS Press helps fuel the fire of innovative thought. HBS Press has earned a reputation as the springboard of thought for both established and emerging business leaders.

Users Review

From reader reviews:

Holly Flynn:

Nowadays reading books become more than want or need but also work as a life style. This reading routine give you lot of advantages. The benefits you got of course the knowledge the actual information inside the book this improve your knowledge and information. The information you get based on what kind of book you read, if you want get more knowledge just go with education books but if you want truly feel happy read one together with theme for entertaining such as comic or novel. The actual *When Lean Enterprises Collide: Competing Through Confrontation* is kind of publication which is giving the reader unstable experience.

Teresa Vanhook:

People live in this new day time of lifestyle always attempt to and must have the time or they will get great deal of stress from both lifestyle and work. So , whenever we ask do people have time, we will say absolutely sure. People is human not only a robot. Then we ask again, what kind of activity have you got when the spare time coming to you actually of course your answer may unlimited right. Then ever try this one, reading books. It can be your alternative within spending your spare time, typically the book you have read is definitely *When Lean Enterprises Collide: Competing Through Confrontation*.

Joyce Cassady:

Reading can called imagination hangout, why? Because if you are reading a book particularly book entitled When Lean Enterprises Collide: Competing Through Confrontation the mind will drift away trough every dimension, wandering in each and every aspect that maybe unidentified for but surely might be your mind friends. Imaging each and every word written in a book then become one type conclusion and explanation in which maybe you never get previous to. The When Lean Enterprises Collide: Competing Through Confrontation giving you another experience more than blown away your mind but also giving you useful facts for your better life within this era. So now let us show you the relaxing pattern at this point is your body and mind are going to be pleased when you are finished reading through it, like winning a. Do you want to try this extraordinary investing spare time activity?

Charles Sizemore:

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