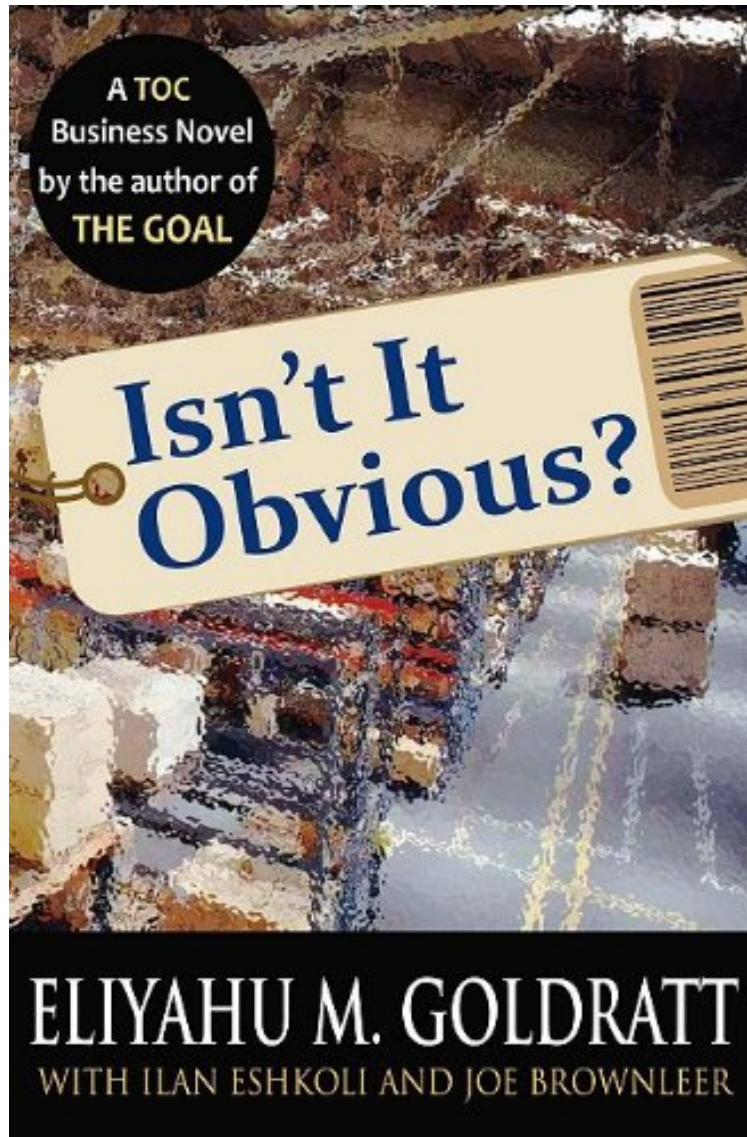


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## Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints

*Eliyahu M. Goldratt, Ilan Eshkoli, Joe Brownleer*  
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**Eliyahu M. Goldratt, Ilan Eshkoli, Joe Brownleer : Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints:

1 of 1 people found the following review helpful. All in one for the Retail Industry - a fantastic book By Luis Cristovao This Eli Goldratt's last novel, it's about Distribution and Retail. He had first 'The Goal' with Production, 'Critical Chain' with Projects, and now the Distribution solution, which is one of the TOC's

most known applications today and one of the most successfully. The solution is so obvious that it is also the name of the book. The point is like many other TOC (Theory of Constraints) applications it is not quite well known and it is less implemented. We could say it is ignorance but I think it is not the case. Every manager that works on logistics and on Retail/Distribution can know TOC but the obvious, so obvious to implement, gets stuck in the traditional way of thinking. In this book Goldratt gives us not only the rationale for the solution, the solution itself, but also the way to cover the change management part, which by the way is the most difficult to deal when we are talking about implementations. So it's all in one, in a common language with the minimum of technicalities. It's a good story also, and a superb job in describing a superior management tool, for the Retail industry. The only point I think Goldratt could improve this fantastic book was the story itself. But for this he needed at least more 100 pages or so. 1 of 1 people found the following review helpful. obvious... By William D. I did enjoy the story as it was told. I do believe that it is easy to get lost in the story and develop envy for the position Paul is in and how that aids in his ease of fixing the challenges he faced. I did experience some challenge with that so I stepped back, actually stopped reading the book for a few days to regain my perspective. As a manager in a high volume, fast paced and high visibility location, I experience similar issues and find the guiding principles in the theory of constraints an excellent tool to have on my belt. Interestingly enough, despite my environment being that of a shop, I actually found more value in the story as it was told in *The Goal*, perhaps because of the challenges I am presently faced with. I highly recommend both books to leaders of people and systems. Certainly tools worth having. 0 of 0 people found the following review helpful. Understanding Inventory By K. Newcomer I picked this book up as I enjoy reading business novels and learning new concepts in a "real" setting. *Isn't It Obvious* is about Hannah's Shop in Boca Raton, FL. As this is from Eli Goldratt the book is about Theory of Constraints (TOC). The book starts out with a struggling company trying to get a handle on their business and understand their problems. Fortunately they have a Jonah (*The Goal*) they can turn to for help and guidance. The book takes you through retail issues such as SKUs, partial orders, inventory, and controlling base costs. I am not too familiar with retail terms so I had to fight through some of these parts to make sure I understood what was being discussed. Chapter 14 was helpful in describing inventory turns (stores yearly sales divided by average cost of the inventory). They realized how helpful understanding this ratio can be to understanding sales. One good point was holding inventory where they sell less than one a day, but were holding 15 in inventory. Chapter 18 was another helpful chapter where the authors take the readers through supply lead time, inventory and lead time for replenishment. As with most books bits and pieces can be applied to any size company, but the sweet spot will be for the small businesses who carry different inventory in competitive locations. The story was a little dry, but easy to fight through and root for the owners and the business to thrive and grow.

**THIS BOOK DOES FOR RETAILING WHAT GOLDRATT'S 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 family's retail business, to make a few small changes in the way things are done. A solution that propels the family's 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, don't expect significant improvement." Eli Goldratt's 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 that's when Goldratt says: "Isn't It Obvious?"

About the Author Eliyahu M. Goldratt (1947-2011) fue un consultor de negocios cuya teoría de las limitaciones ha servido como modelo para la administración de sistemas y negocios. Escribió muchos libros, incluyendo *No es cuestión de suerte* (la continuación de *La Meta*), *Cadena crítica*, y *Necesario pero no suficiente*.