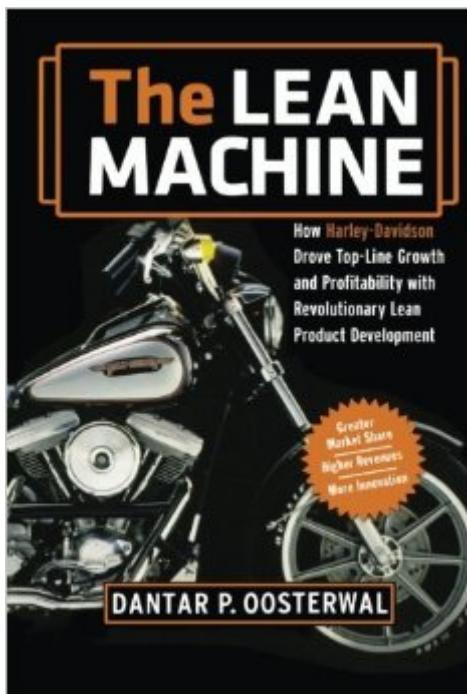


The book was found

The Lean Machine: How Harley-Davidson Drove Top-Line Growth And Profitability With Revolutionary Lean Product Development



Synopsis

Some things never change. Harley-Davidson is still the great, iconic American motorcycle. But like many storied companies, Harley has had to evolve to stay on top, even to stay in existence. From near-extinction in the early eighties, it has risen to worldwide recognition for management excellence and innovation. The Lean Machine is an inside look at how Harley-Davidson was able to adapt in an ever-changing world and accelerate product development. Rooted in Japanese productivity improvement techniques, Knowledge-Based Product Development helped fuel Harley's incredible period of sustained growth. Even after the company earned the PDMA Corporate Innovator Award in 2003, Dantar Oosterwal, a Harley-Davidson executive, took the improvement a quantum leap further. By implementing Lean Product Development techniques, Harley realized an unprecedented fourfold increase in throughput in half the time, powering annual growth of more than ten percent. In *The Lean Machine*, Oosterwal shows the day-to-day transformation at Harley and identifies universal change and improvement issues, so that companies in any industry can incorporate Knowledge-Based Innovation-with predictably excellent results.

Book Information

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Customer Reviews

A very clear and useful guide to appraise, question and enhance a company's product development process. Truly practical, grounded on the experience of one of the world's most admired and successful companies.

The book was accessible and gave the reader insight into one of America's most successful comeback companies. The writing was fresh and it was easy to relate it to other good lean material in Mike Rother's Toyota Kata and Jeff Liker series of books on the Toyota Way.

I liked this reading. Even though the title makes it seem to be all about Harley, it covers a lot more than that. It points to the challenges of bringing the Lean thinking and practices into Product Development environment. The power of this book lies on its story telling. It smoothly transitions from walking you through many actual cases to the teaching of tools and principles. Lean PD has a lot to do with culture and way of thinking. This book does a great job pointing them out through actual examples. Dantar goes through about two decades of relevant cultural influences, people relationships and tools development and utilizations. Enjoy the reading by letting the segments soak for a while!

difficult but really worth it

The Harley-Davidson Motor Company revels in the marketing image it has crafted and maintained for more than a century. Mere mention of the motorcycle giant conjures up visions of tattooed, muscle-bound renegades blazing an intimidating trail on the nation's highways. Harley's corporate environment exists in stark contrast to this image. Their staff features progressive, astute individuals who enjoy a stellar reputation for innovative business practices. Author Dantar P. Oosterwal, Harley's former director of product development, is eminently qualified to critique the organization's operation. To his credit, Oosterwal resists engaging in self-congratulatory back-slapping. Instead, he presents a backstage tour of Harley-Davidson, expounding on its philosophies, procedures and problem-solving methods. Oosterwal, who earned a master's degree in management at MIT, focuses on business theories and dynamics, not personalities. While the book is not necessarily geared toward novice professionals, getAbstract nevertheless believes that Oosterwal's mantra should resonate loudly within corporations everywhere: Practice innovation and emphasize quality - or risk extinction.

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