



## The Heart and Soul of Manufacturing: How Lean Management Aligns with the Better Angels of Our Nature to Create Extraordinary Business Results

By Bill Waddell

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In his new book, well-known lean thinker, blogger, and consultant, Bill Waddell, presents the moral foundations of lean business philosophy. In a time of globalization and as companies shutter factories in their quest to reduce costs and find ever cheaper labor, manufacturing managers of faith and principles can often feel that they need to check their morals or ethics at the door on Monday mornings in order to survive the harsh realities of the business world. That doesn't need to be so, says Bill Waddell. In this book he dispels the notion that business necessarily has to be ruthless and provides plenty of rationale, and examples, as to why not only is that not true but that businesses that operate on a specific set principles, principles that also coincide with the teachings of the world's great religions, not only succeed but often times exceed the performance of traditional cost based manufacturing companies.



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