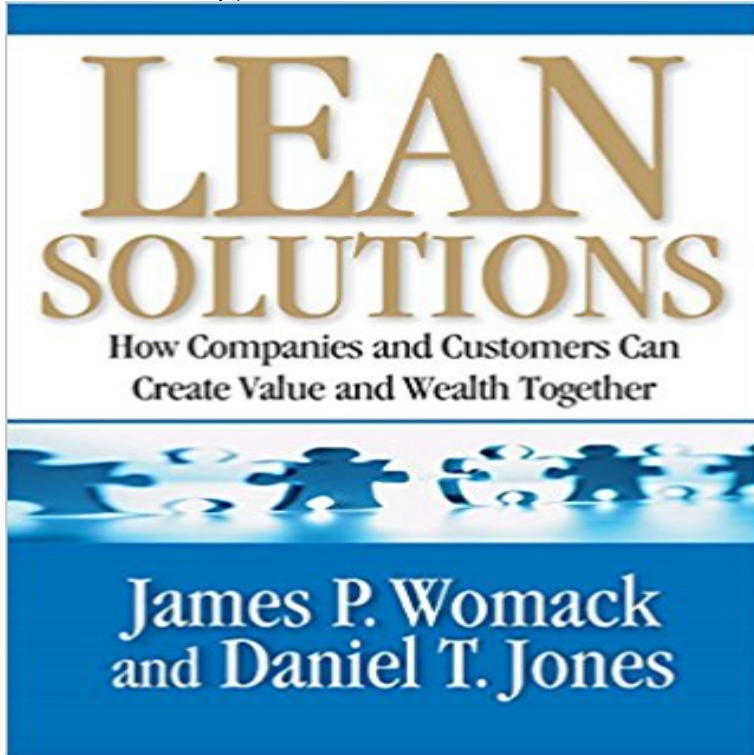


# Lean Solutions: How Companies and Customers Can Create Value and Wealth Together



Womack and Jones deconstruct the broken producer-consumer model and show businesses how to repair it, by providing the full value consumers desire from products without wasting time or effort. Why is it that, when our computers or our cell phones fail to satisfy our needs, virtually every interaction with help lines, support centers, or any organization providing service is marked with wasted time and extra hassle? In their bestselling business classic *Lean Thinking*, James Womack and Daniel Jones introduced the world to the principles of lean production—principles for eliminating waste during production. Now, in *Lean Solutions*, the authors establish the groundbreaking principles of lean consumption, showing companies how to eliminate inefficiency during consumption. *Lean Solutions* is full of surprising success stories: Fujitsu, a leading service company for technology, has transformed the way call centers solve problems—learning how to eliminate the underlying cause of current problems rather than fixing them again and again. An extremely successful car dealership has adopted lean principles to streamline its business, making for dramatically reduced wait time, fewer return trips, and greater satisfaction for customers—and a far more lucrative enterprise. *Lean Solutions* will inspire managers to take the first steps toward perfecting their company's process of giving consumers what they really want.

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