



The Innovative Lean Machine: Synchronizing People, Branding, and Strategy to Win in the Marketplace

Anthony Sgroi Jr.

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In order for an organization to thrive in a competitive business environment, its strategy, people, and branding must be fully optimized. **The Innovative Lean Machine: Synchronizing People, Branding, and Strategy to Win in the Marketplace** explains how to use Lean principles and visual tools to maximize these core components in *any* business.

The book demystifies theory with examples of the various visual tools any organization can rely on during the idea generation, product development, and branding processes. Filled with easy-to-follow graphics, charts, and tables, the text provides a simple, yet effective, series of visual frameworks that readers can immediately apply with little or no difficulty.

Describing how to ensure your business planning reflects what is most valuable to your customers, this resource presents the insights of a creative thought process that drives innovative solutions. It considers the key aspects of Lean that can help you drive innovation in the development of your organization's branding, strategy, and in the selection and management of its people. It also includes discussions on the characteristics of highly effective and trustworthy people.

After reading this book, you will better understand how to use Lean tools to build a stronger brand, build better market strategies, and identify and retain effective people. You will also gain an understanding of what it takes to align all organizational activities to ensure maximum value for your customers while relentlessly driving out waste.

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