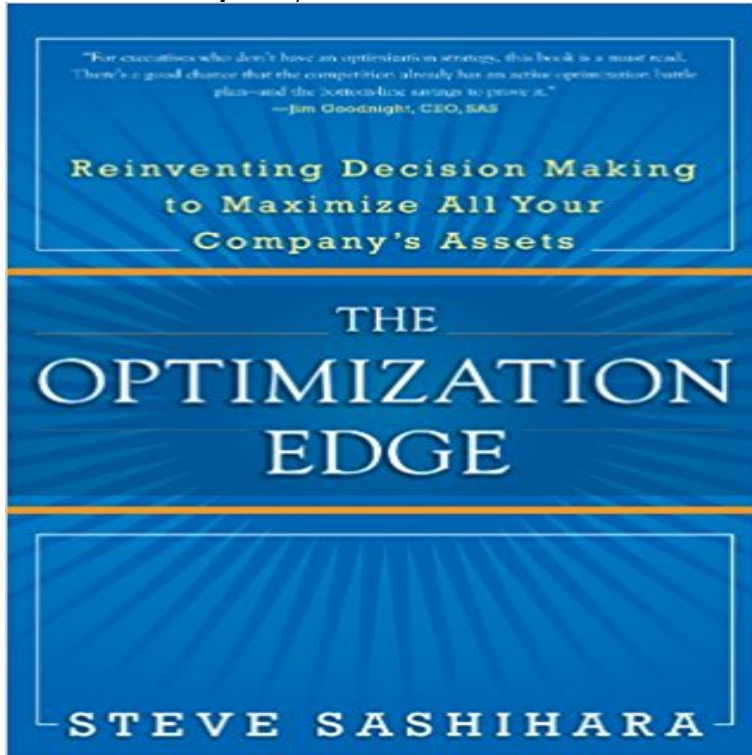


The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets



Why downsize when you can OPTIMIZE? At McDonalds our focus has always been on providing maximum value to customers through optimal quality and tight cost management, which is why Optimization has become such a pivotal concept for us. Steve Sashiharas book brings the concept to life. Kenneth M. Koziol, Corp. Senior Vice President, Innovation and Design, McDonalds Corp. Steve Sashihara convincingly demonstrates how the application of advanced quantitative techniques can significantly improve day-to-day decision making, which is what we have done at Quad/Graphics. Dave Blais, Executive Vice President, Quad/Graphics The Optimization Edge is a powerful book that will change the way organizations make decisions and manage their assets. Frances Hesselbein, President and CEO, Leader to Leader Institute; Recipient, Presidential Medal of Freedom At UPS, the optimization edge has given us a competitive advantage. It enables us to solve problems of great complexity seamlessly and with increased velocity, resulting in smarter decisions and ultimately bringing greater value to our customers. Chuck Holland, Vice President of Industrial Engineering, UPS About the Book: In these challenging economic times, more and more companies have turned to cut-back management to ensure their survival. But how do some manage to outshine their competitors and even grow during downturns? How does Google outsearch the other search engines? How does McDonalds McClobber the competition? More important, how can you increase your companys profits without downsizing? The answer is Asset Optimization. This groundbreaking approach to decision making utilizes the latest advances in mathematics and computer software. Optimization expert Steve Sashihara shows you how to squeeze every ounce of value from your company,

even under perfect storm conditions. You'll learn how to: Drive up your company's value even in a downturn Re-allocate your resources for maximum performance Streamline your company and stay ahead of the competition Optimize your assets for long-term growth A proven, practical, and workable alternative to corporate anorexia, Optimization is your best option for dealing head-on with marketplace volatility and resource scarcity. This step-by-step guide offers concrete, ready-to-use tools drawn from decades of superior business practices the best-kept secrets of global successes such as Amazon, Google, Marriott, McDonalds, Intel, SAS, and UPS. You'll learn what Optimization is, what best practices you can immediately put to use, how to use Optimization to speed up and improve decision making, and how to integrate Optimization into your organization's culture. If you want to thrive in any economy and grow your company in the future forget about downsizing. Get The Optimization Edge.

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