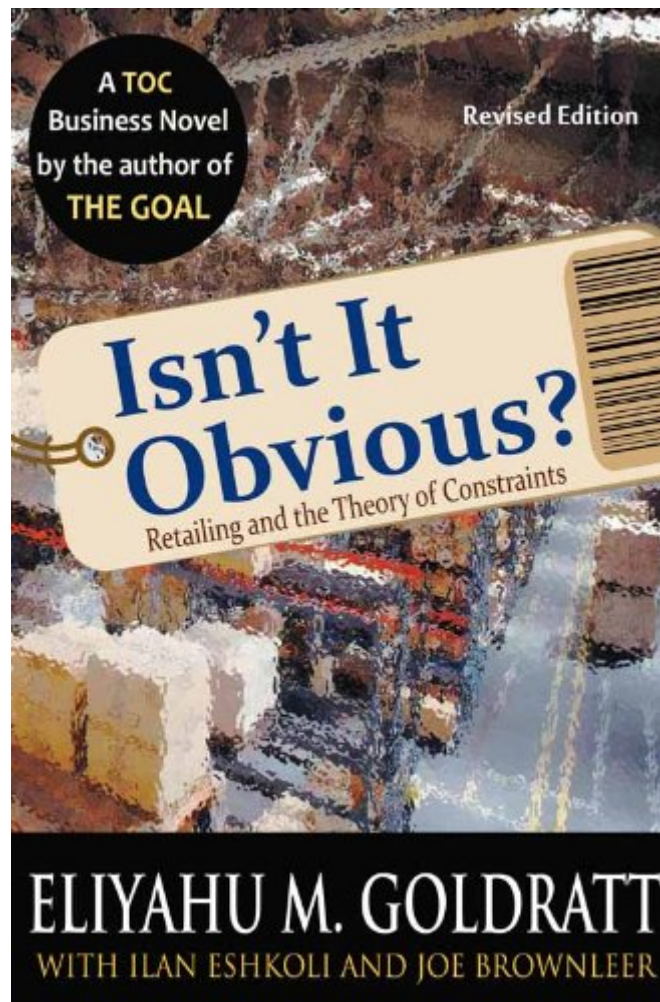


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# Isn't It Obvious? Revised Edition



## Synopsis

This book does for retailing what Goldratt's international best seller *The Goal* did for manufacturing. A breakthrough solution is exposed when some unexpected events force Caroline and Paul, a married couple working for their family's retail business, to make a few small changes in the way things are done. A solution that propels the family's regional chain of stores into a very profitable, rapidly growing, international enterprise. If there is a hint of the character Jonah from *The Goal* reappearing in this novel, it is Henry, the soon-to-retire president and majority owner of the company who logically states that, "if you do not deal directly with the core problem, don't expect significant improvement." • Eli Goldratt's Theory of Constraints is woven throughout this book but answers are not handed to you. The reader, along with the characters in the book, works through the process together to discover solutions. The elegant but simple solutions give the reader that sensation that followers love about Goldratt: "Ah-ha! Now I get it!" • And that's when Goldratt says: "Isn't it obvious?" •

## Book Information

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## Customer Reviews

First of all, let me say that I am a Theory of Constraints fanatic. *The Goal* confirmed for me so much

of what I had always believed. It's Not Luck changed the way I work and interact with people not just in business. Critical Chain was absolutely priceless in my work as a project manager. After losing my job, along with dozens of other talented, hard-working people, I found myself returning to retail. It was a very difficult move, not only because I would be making 1/8 what I had been before. Retail business models alone have always frustrated me. The particular chain I went to work for was particularly frustrating to me. But it was work. When I heard that Goldratt had (co-)written another TOC book, this time about retail, I was very excited to see what I could apply in my situation. Well, Isn't it Obvious is an excellent start, and could be a wonderful guide for people in the right positions. Small business owners, for instance. Or middle- and upper-level-managers in large chains which employ only completely competent managers who never put their own agenda ahead of the good of the company. For those of us in real-world organizations, however, this is not as helpful as Goldratt's previous works. The main character, Paul White, is married to Carolina, the corporate purchaser and daughter of Henry Aaronson, the CEO nearing retirement. Paul's good friend is the regional warehouse manager. Is it any wonder that so much could be accomplished in such a cooperative environment? I have never seen an organization like the one described in this book. The first third was very exciting as roughly 9 out of every 10 problems I have experienced with my employer was specifically mentioned.

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