

## Description of the book LEAN IN ACTION

- **Briefly about the book**

The book LEAN IN ACTION contains three different, but combined aspects to LEAN PRODUCTION.

- 1) A comprehensible textbook, detailed reference guide and practical manual for learning the principles and implementing the working tools of Lean Production are collected together.
- 2) The book LEAN IN ACTION is based on 440 real examples from 140 big, medium and small companies from 40 different branches of industry, real sector and services.
- 3) The book is written so that each of the 20 chapters can be read independently.

- **Outstanding features of the book**

The book LEAN IN ACTION has three outstanding features:

- 1) All known Lean working tools are collected and presented in one place.
- 2) Their application fields and their connections and subordination are explained.
- 3) The successful and wrong implementation practices of Lean working tools are shown.

- **Competition**

There are hundreds of books on Lean and TQM. They can be divided into three groups.

Group 1 (approximately 5% of all titles). These are the books on the classics of TPS (Toyota Production System) and TQM (Total Quality Management).

For TPS these are the classic books of James P. Womack & Daniel T. Jones, LEAN THINKING; of Jeffrey Liker & David Meier, TOYOTA TALENT; of Jeffrey Liker, THE TOYOTA WAY; of James Womack & Daniel Jones & Daniel Roos, THE MACHINE THAT CHANGED THE WORLD; of Ohno Taiichi, THE TOYOTA MINDSET and TOYOTA PRODUCTION SYSTEM; of Seiichi Nakajima, INTRODUCTION TO MAINTENANCE PRODUCTIVE TOTAL; and Shigeo Shingo, THE SMED SYSTEM.

For TQM these are the classic books of W. Edwards Deming, OUT OF THE CRISIS and THE NEW ECONOMICS, of Joseph M. Juran & A. Blanton Godfrey, JURAN'S QUALITY HANDBOOK; of Philip Crosby, QUALITY IS FREE and QUALITY WITHOUT TEARS; of Kaoru Ishikawa, TOTAL QUALITY CONTROL IN JAPAN; and of Armand Feigenbaum, TOTAL QUALITY CONTROL.

Group 2 (approximately 25% of all titles). These are books focused on one or a few specific Lean tools, for example – Eliyahu Goldratt, THE GOAL; Mike Rother & John Shook, LEARNING TO SEE; Masaaki Imai, GEMBA KAIZEN; Michael Jones & John Maxey, THE LEAN SIX SIGMA POCKET TOOLBOOK; Philippe Rodet & Yves Desjacques, LE MANAGEMENT BIENVEILLANT; and others.

Group 3 (approximately 70% of all titles). These are numerous books that retell or interpret, or go into detail, or directly plagiarize from what was written in the first two groups of books.

- **How is the book LEAN IN ACTION different from competing books?**

As a style – easy-to-read style, understandable for a wide readership – the book is written in everyday language, no “academic” terminology, examples are coherent and easy-to-understand.

As a theme – in one place all principles and working tools of Lean Production and Total Quality Management are collected and shown in their mutual relation.

Such as depth – the large volume of the book (the pages number is 824; the words number is 272,566) allowed that all the presented Lean principles and working tools to be considered in depth sufficient for their successful implementation.

Significant books are now available in this subject area (these are all the books for Lean Production, listed above in group 1). There is a need for another book in this area that is directly focused on the practical application of Lean working tools and that explains through numerous real practical examples what are the necessary prerequisites for successful Lean transformation.

- **Apparatus**

- Examples – the book is based on 440 real practical examples from 140 big, medium and small companies from 40 different branches of industry, real sector and services;
- At the end of chapters of the book, there are discussion questions with colleagues and friends, homework tasks, practical assignment and exercises. The majority of questions, homework tasks, and assignments represent useful and easy to execute hints for correct first steps in the implementation of one or other Lean working tool;
- Self-Assessment Test (50 questions);
- Glossaries: abbreviations & terms directory (20 pages), subject directory (30 pages);
- Bibliography (48 titles);
- References from readers (nineteen, see READER REVIEWS in <https://anastaskehayov.bg>);
- Reviews from editors (three, see <https://anastaskehayov.bg/home/editor-reviews/>);
- Appendices (six, see CONTENT in <https://anastaskehayov.bg>).

- **Readership**

Here is a report on sales of 2000 copies of the first edition of the book in Bulgarian language.

Distribution of sales by category of readers	%
Top managers (CEO, presidents, general managers) and company owners	31
Sector managers (production, innovation, sales, logistics, HR, and other)	18
Technical professionals (technology, maintenance, IT administration)	12
Specialists in operative planning of production and production layout design	8
University professors and PhD students	31

Interesting note: Nearly 250 copies of the book were awarded as prize to excellent students.

- **Academic disciplines in which the book can be used as a textbook**

Strategic and operative management. Continuous improvement of production quality. Overall business effectiveness. Industrial management. Industrial engineering. Business administration.

- **New information offered by the book**

The new information is in two complementary directions.

The first direction is to outline the practical steps for a successful implementation of different Lean working tools along with the risks of making mistakes.

The second direction is an in-depth presentation of organisational, social, and human aspects of Lean implementation and transformation, because Lean is not a purely technocratic approach.

- **Didactic features of the book**

The text of the book LEAN IN ACTION is primarily descriptive and abounds with illustrative material. Reading the book LEAN IN ACTION does not require knowledge of mathematics or other exact sciences. Examples are given simplistically and schematically, even somewhat vulgarized, without excessive technical details. There are also examples from every day and sport. They are memorable. This makes the book fascinating to read and easy to understand.

- **Market considerations**

The book LEAN IN ACTION will be bought by people listed in the above table if they are really interested in the practical aspects of implementing Lean working tools?

- **Estimation of the total market for the book?**

The first edition from 2022 (in Bulgarian language) was sold in Bulgaria in nearly 2000 copies. The population of Bulgaria is 6,000,000, i.e. a market penetration rate of 0.0003. For countries with a high Lean culture, this coefficient would be 0.0001. For countries with a currently developing Lean culture, this coefficient would be between 0.0002 and 0.0004. For countries with an underdeveloped Lean culture, this coefficient would be between 0.00005 and 0.0001.

- **Volume of the book**

824 pages; 272,566 words; 1,687,294 characters.

- **Figures number**

Total number 711, or more precisely:

- Images and photos 271
- Schemes and drawings 216
- Tables 76
- Diagrams and schedules 51
- Sketches and cartoons 97

- **Reviewers**

See the sections EDITORS REVIEWS (three numbers) and READERS REVIEWS (nineteen numbers) in the website <https://anastaskehayov.bg>.

Seven most authoritative reader reviews (by top managers of world famous companies) are printed on the 4th cover of the book. These are companies such as Liebherr Appliance, Lufthansa Technik, ABB Group, Simense Energy, Melexis, Ideal Standard, and Vaptech.

- **Table of contents**

For the convenience of readers and editors, the book has a Brief Table of Contents (two pages) and a separate from this an Advanced Table of Contents (20 pages).

- **Sample chapters**

See in website <https://anastaskehayov.bg>, section SELECTED CHAPTERS (there you will see in full text three of the twenty chapters of the book and one of the six appendices to the book) and section SELECTED EXCERPTS (there are selected excerpts from all 20 chapters of the book).

- **Status of the book**

The second revised and updated edition of the book is professionally translated from Bulgarian to English, reviewed by three editors, and printed on paper in black/white book body and multicolored hardcover. The book can be provided in PDF format