

The latest book on QRM strategy...

# It's About Time

## The Competitive Advantage of Quick Response Manufacturing

Rajan Suri

From Productivity Press (Taylor & Francis Group)

**Manufacturers in advanced nations can compete against low-cost countries... but we need to teach them how!**

To compete with overseas production, companies need to make low-volume or custom products with short lead times. As instructors in Operations and IE, we must teach the tools that make this possible. Lean manufacturing tools such as *takt* time and *kanban* break down in the face of low-volume or custom production. Quick Response Manufacturing (QRM) is designed precisely for such situations.

In his new book ***It's About Time*** Rajan Suri explains the four core concepts of QRM:

1. Why time is a lot more money than managers realize
2. Organization structure needed to reduce lead times
3. Exploiting system dynamics principles
4. Creating enterprise-wide lead time reduction

Using QRM, companies have slashed lead times by 80%, reduced cost by 30% and expanded even during the recession!

**It's About Time!** Quickly learn the core concepts of **QRM** from this concise book and include this formidable competitive strategy in your Operations Management or Industrial Engineering classes.

**INSTRUCTORS:** Request your **Evaluation Copy** by going to **rajansuri.com** then follow the links to the book.