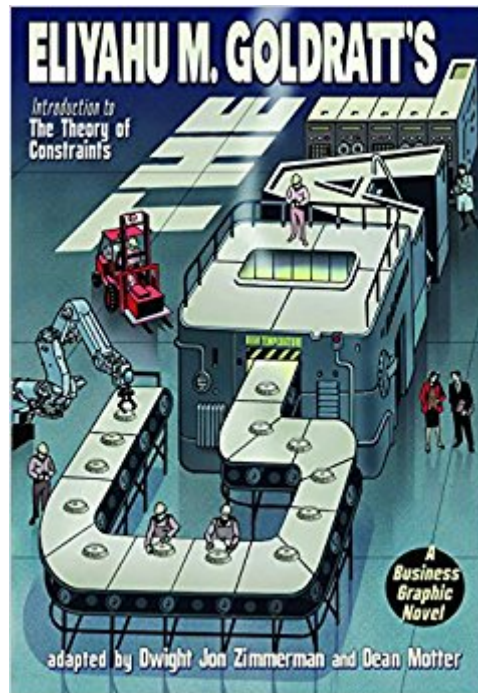




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# The Goal: A Business Graphic Novel



## Synopsis

Alex Rogo is a harried plant manager who has been given 90 days to save his failing factory. If he doesn't improve the plant's performance, corporate headquarters will close it down and hundreds of workers will lose their jobs. It takes a chance meeting with Jonah, a former professor, to help him break out of his conventional thinking and figure out what needs to be done. As Alex identifies the plant's problems and works with his team to find solutions, the reader gains an understanding of the fundamental concepts behind the Theory of Constraints. Visual and fun to read, *The Goal: A Business Graphic Novel* offers an accessible introduction to the Theory of Constraints concepts presented in *The Goal*, the business novel on which it was based. *The Goal* is widely considered to be one of the most influential business books of all time. A bestseller since it was first published in 1984, the business novel has sold over 7 million copies, been translated into 32 languages and is taught in colleges, universities, and business schools around the world. Named to Time magazine's list of the 25 Most Influential Business Management Books, it is frequently cited by executives as a favorite or must-read title.

## Book Information

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## Customer Reviews

The Goal is the #1 business book of all time and the graphic adaptation makes this timeless classic and its powerful ideas even more accessible. If you only read one business book, it should be this one. --Verne Harnish, Founder Entrepreneurs' Organization (EO) and author of *Scaling Up* (Rockefeller Habits 2.0) The Goal changed the lives of generations of professionals--no other book

influenced my career more. --Gene Kim, co-author of The Dev Ops Handbook and The Phoenix Project  
A compelling adaptation of Eli's seminal work. This book should be required reading for CIOs, CTOs and technologists the world over. --Kevin Behr, Chief Science Officer at PraxisFlow and co-author of The Phoenix Project  
Brilliant delivery!! True to Eli's vision, this go-to book to help your business stop struggling and start growing. Clear step-by-step techniques show your team how to turn things around so you can achieve prosperity. --Drew Greenblatt, CEO of Marlin Steel

Eliyahu M. Goldratt was an educator, author, physicist, philosopher and business leader. He is best known as the father of the Theory of Constraints (TOC), a process of ongoing improvement that continuously identifies and leverages a system's constraints in order to achieve its goals. As a consultant and advisor to major corporations and government agencies around the world, Dr. Goldratt was heralded as a guru to industry by Fortune magazine and a genius by Business Week. His first business novel, *The Goal: A Process of Ongoing Improvement*, has been a bestseller since 1984. With more than 7 million copies sold worldwide, it is recognized as one of the bestselling business books of all time. He authored ten other books, including the business novels, *It's Not Luck* (the sequel to *The Goal*), *Critical Chain*, *Necessary but Not Sufficient* and *Isn't It Obvious?*. He also developed TOC-derived tools such as Drum-Buffer-Rope, Critical Chain Project Management (CCPM) and the Thinking Processes, and continued to advance the TOC body of knowledge until his death in 2011.

Â This new Graphic Edition of the international best seller is a wonderful addition to the Theory Of Constraints bibliography. The initial "text" version was already a great page turner and continues to delight and influence millions of people throughout the world. This "comic" is even more accessible and manages to get all the key messages of the original edition. Highly recommended both for newcomers to the Theory Of Constraints and experienced practitioners who will be able to use it to seduce and teach this "common sense" (which is not so common) approach to management.

Every once in a while, someone comes out with a unique style of writing that delivers a high impact and this book is one of those. Zimmerman and Motter have provided readers with a chance to quickly see the power of the Theory of Constraints. I never imagined *The Goal* in a graphic format, but once I bought it and read it, I was hooked. This is one book I would highly recommend to all newcomers to TOC and to "old timers" like me! Job well done!! Bob Sproull

Over the past 5 years I've spent a lot of time learning about the Theory of Constraints. I'm so glad this theory was introduced to me, its had a significant impact on the way I view business and problem solving. The first time I read The "original" Goal, I couldn't put it down. I'm very happy to say the same can be said for this new graphic novel. This is a fantastic edition and will certainly be an invaluable tool for exposing a new generation to the wonderful world of TOC. These days it seems people are reading less and less, but I think this book will appeal to folks who'd otherwise not read a "business" book. This is a fantastic update, pick it up, you will not be disappointed!

A great book for a new group of readers. read THE GOAL and the Graphic Novel for even more insight into the Theory of Constraints. Give a copy to any business student or executive. Its a terrific read for all.

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