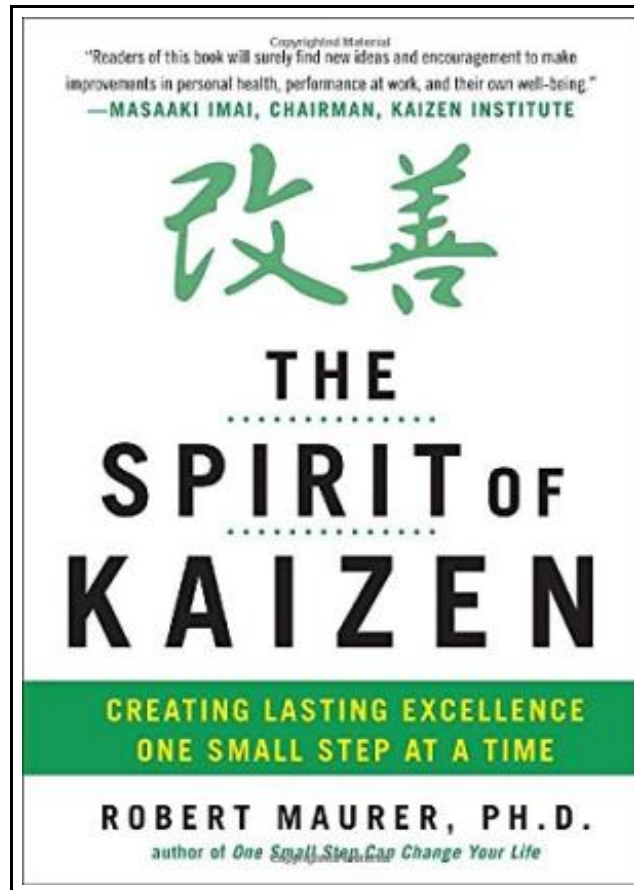


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Spirit of Kaizen: Creating Lasting Excellence One Small Step at a Time, Robert Maurer, Leigh Ann Hirschman, Discover the power of Kaizen to make lasting and powerful change in your organization. "Maurer uses his knowledge of the brain and human psychology to show what I have promoted for the past three decades-that continuous improvement is built on the foundation of people courageously using their creativity. Kaizen is much more than a world-class management practice; it is a technique to remove fear from our mind's mind, enabling us to take small steps to better things. The process of change starts with awareness and desire in our minds and then leads to action and change in the physical world. Readers of this book will surely find new ideas and encouragement to make improvements in personal health, performance at work, and their own well-being." (Masaaki Imai, Chariman, Kaizen Institute KAIZEN: The Small-Step by Step Solution for You and Your Company). Today's businesses love the idea of revolutionary, immediate change. But major "disruptive" efforts often fail because radical change sets off alarms in our brains and shuts down our power to think clearly and creatively. There is, however, a more effective path to change. Change that is lasting and powerful. Change that begins with one small step.It's "The Spirit of Kaizen" - a proven system for implementing small, incremental steps that can have a big impact in reaching your goals. This step-by-step guide from renowned psychologist and consultant Dr. Robert Maurer shows you how to: lower costs - by offering little rewards; raise quality - by reducing mistakes; manage difficult people - one step at a time; boost morale and productivity - in five minutes a day; implement big ideas - through small but...



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