



Strategy + Teamwork = Great Products: Management Techniques for Manufacturing Companies

Frederick Parker

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Most books on manufacturing focus on production. This book is different; it describes techniques for excelling in engineering design, marketing strategies, and customer service inside a manufacturing company. Managing a successful manufacturing company in today's competitive global economy requires teamwork between the above disciplines. It is no longer enough just to be efficient on the production floor.

Manufacturing companies employ hundreds and in many cases thousands of people with different skill sets, ideas, and values. **Strategy + Teamwork = Great Products: Management Techniques for Manufacturing Companies** explains how to mold employees from various walks of life into a cohesive and successful manufacturing team.

It describes the best methods and programs to do that and includes examples that illustrate how to do so.

After reading this book, you will understand how to avoid common pitfalls and steer clear of useless fads that can be destructive to your organization. The book details powerful methods for motivating people, reducing costs, and improving strategic decision making. It also identifies the role of human resources in providing the training required to help manufacturing management in their tasks.

Managing a manufacturing company is about running a business rather than just producing parts and assembling them. That is why this book starts at the top—outlining the duties of the Board of Directors and going on to describe the strategic roles and responsibilities of marketing, engineering, manufacturing engineering, and human resources.

Describing how to best organize your manufacturing company, this book not only outlines management theories relevant to a successful organization, it also gets down to the nitty-gritty implementation of processes and practices with potential application across a wide range of manufacturing organizations.



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