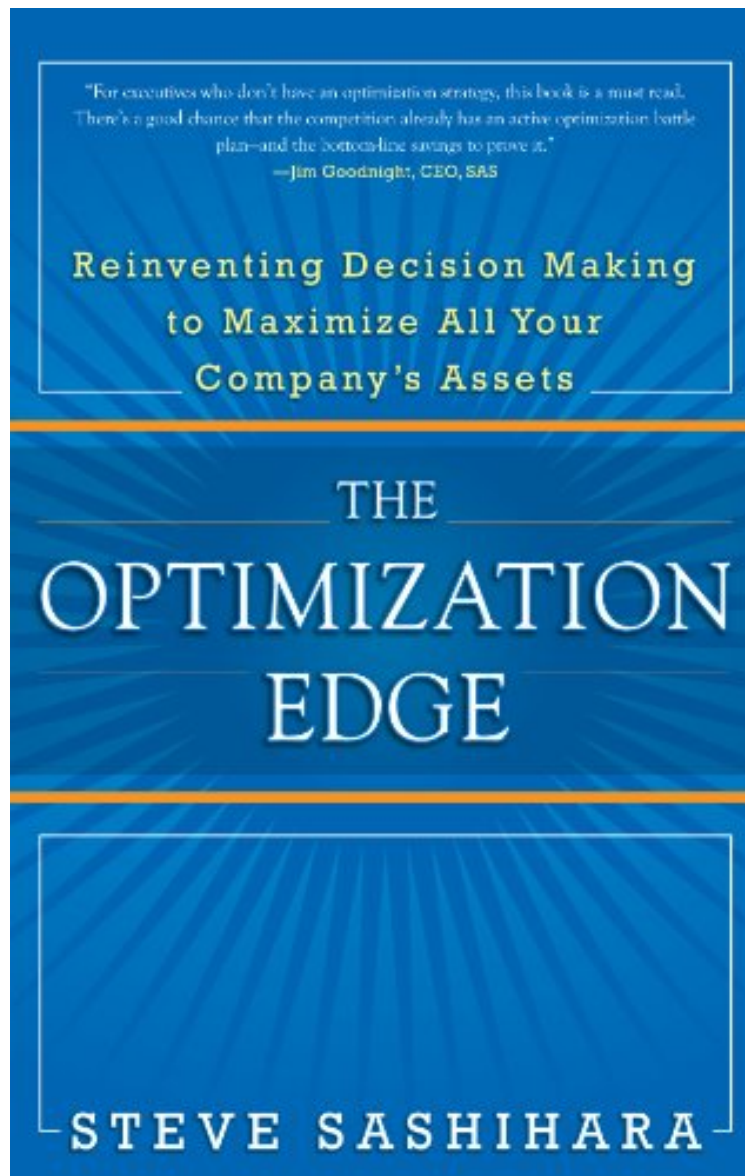


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The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets (Business Skills and Development)

Stephen Sashihara

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Stephen Sashihara : The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets (Business Skills and Development) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets (Business Skills and Development):

0 of 0 people found the following review helpful. A very readable book that brings a lofty subject into reach even for the non-technical. By Michael Simon. Data optimization, "Big Data," data analytics and the like are all pretty daunting subjects, particularly for someone from a non-technical background like me. Steve Sashihara does an excellent job of bringing these subjects down to Earth with cogent, direct - and perhaps most importantly - compelling and even at times entertaining stories about how data optimization presents incredible competitive opportunities for those companies that are willing to make the investment. Steve makes it clear that data optimization is not just another buzzword or "next big thing" but a very real evolution in enterprise computing. It is in fact a fundamental change in how we use data in our lives, not just for determining what happened in the past, or even what might happen in the future, but to actually provide guidance for our decisions. If Steve Sashihara has just explained all of this in dry, academic terms, he might have earned himself 3 or maybe 4 stars with me. What gets him to the 5-star level and makes this a critical book for anyone who deals with Big Data, data analytics or even just general corporate decision-making is that Steve was able to transform this subject into a highly-readable and interesting book. There are great quotes, takeaways, examples and even questionnaires all throughout the book. You can use this to support your work and business cases - or just recommend the book to an internal stakeholder or client with the full confidence that they will understand the subject and thank you for the recommendation. I look forward to reading further books and articles from the author in the future - and I will eagerly grab a copy of whatever else he comes out with in the future - which is, perhaps the strongest recommendation I can give.

1 of 1 people found the following review helpful. Great combo of useful tactics for today and looking ahead to the future. By Mike. "The Optimization Edge" is informative, entertaining, and incredibly useful to anyone in business today. The author draws on years of experience to explain what optimization is and how it can help improve top line revenue and bottom line savings simultaneously. You really can have it all! The book then goes on to outline exactly how to achieve these results in your own organization. Case studies and interviews are woven throughout the narrative, which help crystallize the concepts for the reader. The last part of the book is a look into the crystal ball to see what's coming in the future. The author does a great job of laying out a road map for how optimization will evolve in the years to come. This book is part instruction manual on how to improve your business and part visionary guide to the future. I highly recommend it.

0 of 0 people found the following review helpful. Good book for Business of Optimization. By Quaid Saifee. This book is an easy read. It has some great Optimization examples in companies like UPS, Marriott, Intel etc. It has lots of anecdotes though it lacks in details. Lots of pages in the book are devoted to origin of OR and futuristic ideas. Futuristic ideas are really not that related to field of Optimization but they are a good filler for ~250 page book. This book would be a bit too boring for somebody (just getting introduced to this topic), who you want to become interested in Optimization. It is hard to make this very dry topic very interesting. Kudos to Steve in giving his best shot.

Why downsize when you can OPTIMIZE? "At McDonald's our focus has always been on providing maximum value to customers through quality and tight cost management, which is why Optimization has become such a pivotal concept for us. Steve Sashihara's book brings the concept to life." —Kenneth M. Koziol, Corp. Senior Vice President, Innovation and Design, McDonald's Corp. "Steve Sashihara convincingly demonstrates how the application of advanced quantitative techniques can significantly improve day-to-day decision making, which is what we have done at Quad/Graphics." —Dave Blais, Executive Vice President, Quad/Graphics "The Optimization Edge is a powerful book that will change the way organizations make decisions and manage their assets." —Frances Hesselbein, President and CEO, Leader to Leader Institute; Recipient, Presidential Medal of Freedom "At UPS, the optimization edgers has given us a competitive advantage. It enables us to solve problems of great complexity seamlessly and with increased velocity, resulting in smarter decisions and ultimately bringing greater value to our customers." —Chuck Holland, Vice President of Industrial Engineering, UPS

About the Book: In these challenging economic times, more and more companies have turned to "cut-back management" to ensure their survival. But how do some manage to outshine their competitors—and even grow—during downturns? How does Google outsearch the other search engines? How does McDonald's McClobber the competition? More important, how can you increase your company's profits without downsizing? The answer is Asset Optimization. This groundbreaking approach to decision making utilizes the latest advances in mathematics and computer software. Optimization expert Steve Sashihara shows you how to squeeze every ounce of value from your company, even under "perfect storm" conditions. You'll learn how to: Drive up your company's value—even in a downturn Re-allocate your resources—for maximum performance Streamline your company—and stay ahead of the competition Optimize your assets—for long-term growth A proven, practical, and workable alternative to "corporate anorexia." Optimization is your best option for dealing head-on with marketplace volatility and resource scarcity. This step-by-step guide offers concrete, ready-to-use tools drawn from decades of superior business practices—the best-kept secrets of global successes such as Amazon, Google, Marriott, McDonald's, Intel, SAS, and UPS. You'll learn what Optimization is, what best practices you can immediately put to use, how to use Optimization to speed up and improve decision making, and how to integrate Optimization into your

organization's culture. If you want to thrive in any economy—and grow your company in the future—forget about downsizing. Get *The Optimization Edge*.

"[Optimization] is very tangible and extremely valuable and I pity the companies that have to compete against it." - Steve Sashihara quoted in *Investor's Business Daily* "One of [Steve Sashihara's] most interesting arguments is that a great deal of the effort spent on information gathering and analysis is wasted...when it's used to feed business intelligence systems that produce reports that ultimately wind up with being fed into spreadsheets and PowerPoint slides." - *Forbes.com* "In the book and his practice, he shows clients how to squeeze every ounce of value from their company, even under the perfect storm conditions of the last few years. Today, Sashihara argues optimization is no longer a "nice-to-have" for companies but a categorical imperative." - *Consulting Magazine* "The value of *The Optimization Edge* is to introduce executives, through scores of specific examples and in clear and concise prose, to the potential of optimization to reallocate resources and make the most of their companies' assets." - *Soundview Executive Book Summaries* "Sashihara says cutting staff and services isn't the answer. Instead, the most successful businesses use software that crunches huge quantities of data to decide how best to use their resources. These programs can manage supply chains, handle dynamic pricing and schedule production years in advance." - *CIO Magazine* From the Author Optimization can be an intimidating word, at least for business executives. I wanted to explain in language they could understand--and that language begins with the kind of bottom-line results you can achieve--what Optimization is, what it uniquely adds to an organization's decision-making capability, and how they can go about exploiting its potential. How can executives improve their game using Optimization to make decisions? Since I write for an executive audience, my focus is on relating the experiences of a forward-thinking breed of executives who have begun to distance their companies from competitors by deploying Optimization to make complex judgments about the best way to deploy assets. Biggest challenge facing executives who are considering acquiring Optimization capability? For one, getting over Optimization fright--the notion that Optimization is too complicated and is strictly for software geeks. In fact, executives need not--and should not--immerse themselves in the technical details. A basic understanding of the principals of Optimization and the kinds of problems it can solve is what's important. One other challenge: to convince senior executives that Optimization is not a substitute for their decision-making responsibilities, but a way for them to harness their judgment and experience, along with massive amounts of data, to make better decisions. Most significant challenge in writing *The Optimization Edge*? Telling, accurately and fairly, the stories of both client and nonclient companies that appear in the book, such as , McDonald's, SAS, UPS, and many others, was a challenge. And I promised myself not to have a single formula in the book--a commitment I almost lived up to. There is one easy-to-understand formula. I guess I just couldn't resist temptation! Greatest reward in helping clients to optimize? You have to understand that Optimization is not merely a technology, but a set of principles and a way of thinking about the key issues of the business--the way assets are managed, the way problems get solved and decisions made, the way data is put to use, and the way human resources are deployed. There's no greater reward than watching executives experience, for the first time, the lightning bolt of results that come from Optimization. But equally satisfying is watching the change in culture that takes place. Optimizing organizations put highest value on staking out the best solutions to strategic and operational challenges. No question, both these keep me going! From the Inside Flap *The Definitive Guide to Optimizing Your Assets* In these challenging economic times, more and more companies have turned to "cut-back management" to ensure their survival. But how do some manage to outshine their competitors--and even grow--during downturns? How does Google outsearch the other search engines? How does McDonald's McClobber the competition? More important, how can you increase your company's profits without downsizing? The answer is *Asset Optimization*. This groundbreaking approach to decision making utilizes the latest advances in mathematics and computer software. Optimization expert Steve Sashihara shows you how to squeeze every ounce of value from your company, even under "perfect storm" conditions. You'll learn how to: * Drive up your company's value--even in a downturn * Reallocate your resources--for maximum performance * Streamline your company--and stay ahead of the competition * Optimize your assets--for long-term growth A proven, practical, and workable alternative to "corporate anorexia," Optimization is your best option for dealing head-on with marketplace volatility and resource scarcity.