



## The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets

By Stephen Sashihara

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets, Stephen Sashihara, Why downsize when you can optimize? "At McDonald's our focus has always been on providing maximum value to customers through 'optimal' 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 edge' 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...

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