



Go Get Your Muda 35 Waste-Busting Exhortations from a Professional Process Geek

By Mark H. Davis

Saltcedar Publications. Paperback. Book Condition: New. Paperback. 110 pages. Dimensions: 8.5in. x 5.5in. x 0.2in. Go Get Your Muda! is an awakening compilation of insightful, motivating and hilarious blog entries from entrepreneurial change leader Mark H. Davis. Dealing with such business-critical issues as waste (or muda in Japan), quality, customer service and process mindset, Mark implores his readers to pursue excellence relentlessly, admit frailties humbly, reflect regularly and overthrow ineffective systems courageously. In so doing, he both befriends and alienates the complacent leader and the fawning follower. He challenges the consumer along with the brand, the CEO along with the employee. No practice is sacred; no habit is safe. With ringing clarity and stinging conviction, Mark: Vents his frustration with epic service fails Shares striking examples of carelessness and illogic Offers practical tips and techniques for improvement Entertains, enlightens and enrages Bares his soul Inspires readers to reach for the sky. Marks spirited style shines brightly in such chapters as Let Your Lean Legs Do the Walking, When Bad Process Trumps Good People, Dont Let Facebook Get the Best of You, and One Letter Can Be Very Impotent. Moments of revelry alternate with episodes of austerity. There are as many a-ha...



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