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For Immediate Release

The Wall Street Diet

Making Your Business Lean and Healthy

By Charles C. Poirier, Michael J. Bauer, and William F. Houser

Businesses trying to stay fit face the same problems as human dieters—it takes a sustained, continuing effort to succeed, a fundamental lifestyle change. All too often their efforts fail because they're drawn to the latest quick-fix fad, one that delivers some short-term gains but falls short in the long run. Eventually they go back to their old habits and they're right back where they started. It's a vicious cycle.

Like dieters, what businesses need is a complete, integrated approach. *The Wall Street Diet* uses a diet metaphor to show what every business must do to become a lean, healthy enterprise. Like a truly effective weight loss program, it is a plan for achieving sustained benefits—following the Wall Street Diet will add five to eight points of potential new profit to a business's bottom line.

Using the proven concept of total enterprise optimization (TEO) as a framework, the book introduces a fitness program that brings together lean techniques, advanced supply chain management, improved quality concepts, selective outsourcing, and a focus on both the top and bottom lines. The authors detail specific TEO efforts that add savings and create new values, demonstrating the synergy to be had by combining those efforts with improved consumption data and analysis and innovative partnering with allied businesses. Fundamentally, *The Wall Street Diet* is about changing the culture that drives the business, leading to better earnings, continued growth, and the greatest value for all stakeholders.

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"A business book with a bite! **The Wall Street Diet** is a book that provides the ingredients for making business changes in your enterprise while providing a coherent message about business impact and bottom line results. I recommend this book for senior executives and managers who want sustained improvement, not the fad of the month."

– Ken C. Bohlen, Executive Vice President and Chief Innovation Officer, Textron, Inc.

"The authors have done a great job in conveying advanced supply chain management concepts using a well-known metaphor to which all levels of management can relate. Providing management checklists along the way is the masterstroke that will guarantee flawless execution of the concepts and significant business benefit."

– Larry Lapide, PhD, MIT Center for Transportation & Logistics

"These authors know what business is all about and how to improve one. Their diet is right on the mark for pinpointing where a business is working or not, and how to get started on making the necessary changes. **The Wall Street Diet** is all about making more money and keeping customers happy."

– Mike Wells, President, King Machine

"**The Wall Street Diet** is a triumph in its unique ability to dissect a complex operation into its simplest elements and identify the easiest path to improvement. I can personally attest that the results of the methods mentioned in this book are both real and lasting. The expertise the authors bring into a manufacturing environment has provided the impetus for many improvements in product quality, constraint elimination, and improvements in efficiency and productivity."

– Albert R. Klopsic, Vice President, Technical Services and Sales, EKCO Products

Charles C. Poirier is a recognized authority on supply chain management, e-business techniques, and collaborative use of technology with more than forty years of business experience. He is partner in the Supply Chain Practice within Computer Sciences Corporation's Consulting Group and has authored or coauthored ten business books, including *E-Supply Chain* (with Michael Bauer) and *Advanced Supply Chain Management*.

Michael J. Bauer is the director of Computer Sciences Corporation's Lean Enterprise Center and is the coauthor of two books.

William F. Houser is president of Integrated Productivity and Quality Systems, Inc. He is the coauthor, with Poirier, of *Business Partnering for Continuous Improvement*.

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