



Achieve Rapid Exponential Growth in Profits!

Must Read!

VIABLE VISION

Transforming Total Sales into Net Profits

Gerald I. Kendall, PMP

“When I do an analysis of a company, I am satisfied only when I clearly see how it is possible to bring the company to have, in less than four years, net profit equal to its current total sales.”

— *Dr. Eli Goldratt*

“Viable Vision is a book for anyone responsible for increasing the profitability of their business. Gerry Kendall combines the theory with real life examples of its power to transform complex problems into clear, common sense executables that will increase the profitability of the business.”

— *Patrick J. Bennett, Executive Vice President, Covad Communications*

Developed by industry guru and mega-best-selling author Eli Goldratt, **Viable Vision** is a proven strategic plan and approach that lays out the steps to transform an organization's current total sales into net profits within 4 years. Nice dream, right? But how do you actually do it in the real world? Gerry Kendall explains the **Viable Vision** concept and provides readers the proven frame of reference and roadmap for achieving this exponential growth in profits. Concisely packed with the proven principles of 25 years of scientific research and real-life application, readers will learn about the simplified holistic implementation of constraints management in strategic planning, finance, supply chain, logistics, project management, operations, manufacturing, engineering, sales and marketing, and IT.

About the Author

Gerald I. Kendall, Principal, TOC International, is a leading expert in the fields of strategic planning, operations management, marketing, project management and constraints management (TOC). He has over 30 years of related experience as a practitioner, consultant, public speaker and trainer. Gerry is an active member of PMI and an accomplished author and co-author of many praised works including the best-selling book *Advanced Project Portfolio Management and the PMO*.

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Key Features

- Enables identification of your biggest leverage point for improvement and defines how each functional area must behave to execute a Viable Vision that will deliver rapid profit growth
- Provides real examples of Viable Vision successes that executives can easily translate to their own company
- Demonstrates how to bring a company's infrastructure under control and allow it to perform better than ever before
- **WV** Offers free downloadable Viable Vision planning spreadsheets, an executive guide to project portfolio management, and a valuable list of resource organizations – available from the **Web Added Value Download Resource Center** at www.jrosspub.com

Viable Vision:

Transforming Total Sales into Net Profits

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More Reviews!

"My client was skeptical that we could go from \$20 million in sales to \$20 million in profit in 4 years, but now we believe we will exceed that target!"

— *Dr. Lisa Lang, President, Science of Business*

"Excellent! Viable Vision provides a clear and concise roadmap for developing a complete business strategy for exponential growth. This is the book that I will give to my C-Level executives to show how Theory of Constraints and developing a Viable Vision will set us apart from our competitors."

— *Christopher Zephro, Sr. Six Sigma Master Black Belt, Seagate Technology*

"As senior managers we seek but seldom find the silver bullets that will lead to exponential growth for our companies. In Viable Vision, the author wonderfully presents proven tools with actual business cases that when applied will identify the invalid assumptions preventing our organizations from clearly seeing the significant opportunities that lay before us."

— *Paul G. Waring, Jr., Corporate Controller, Williamson-Dickie Manufacturing Company*

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