

BOOK REVIEW

Isn't It Obvious

by **Eliyahu M. Goldratt**

(With **Ilan Eshkoli and Joe Leer Brown**)

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Dr. Goldratt exposes the practical common solution that can revolutionize every retailer's business. This story is all about the family's retail business. The main characters of this book are a married couple Caroline (corporate purchaser and daughter of Henry Aaronson, the CEO nearing retirement) and Paul (a store manager). Paul's good friend is regional warehouse manager. The story walks through a likely part to getting from current operations to a better way to do the things. An emergency occurred. That leads Paul and the company to a new ways to run their shops and entire supply chain. Lots of problems has been mentioned in this book, tries a couple attempts at a direction of the solution and then locks in on a solution that addresses a single store, a region, the entire internal distribution system, and then even out to the external system. Though they had many challenges to implement the new system in an organization but those changes brought company at the first position.

The book is an easy and interesting read with familiar feel and flow. I liked Paul's confidence to struggle with a crises situation and come out with the innovation strategy to make revolutionary change in the organization, specially the end part of the story where they shift from responding to an emergency to instilling the new mode of operations

throughout the organization. It suggested new strategies to boost sales, increased profits and reduced inventory.

Some of the realistic problems were solved in an unrealistic manner. Though all practical problems and solutions were discussed in this book but many of the biggest problems aren't even discussed. It seems several times that they were going to talk about them. Like multiple instances of discussions about some bathmat SKU, but nothing ever came of it. The book doesn't address some of the critical issues like, strategy required for product selection (which product the corporate buyers choose to put on the shelves), managing experience of the customers, balancing workforce and workload etc.

But in short, this book can be helpful for all type retailers to guide them a new way to run the shops and the entire supply chain. Also it can be helpful for middle level manager, who has influential role they would like to read this book. It motivates all retailers and urges them to Think Big.

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