

# CONTENTS

<b>Foreword</b>	v
<b>Acknowledgments</b>	vii
<b>Introduction</b>	xiii
<b>1</b> Is This as Good as It Gets?	1
<b>2</b> Isn't There a Better Way?	19
<b>3</b> How Can I Be Sure to Deliver What My Customers Value?	43
<b>4</b> When's the Last Time I Had My Heart Checked?	61
<b>5</b> Lean Management Is for Manufacturing, Right? Wrong.	89
<b>6</b> Finally a Structure that Puts the Customers Where They Belong, at the Top	115
<b>7</b> From a Traditional Organization to a Value-Centered Organization: Now, How Do You Stay Healthy?	135

<b>8</b> How Some Companies Just Keep Getting Better	153
<b>Epilogue</b>	175
<b>Value-Centered Management Glossary</b>	178
<b>About the Author</b>	191