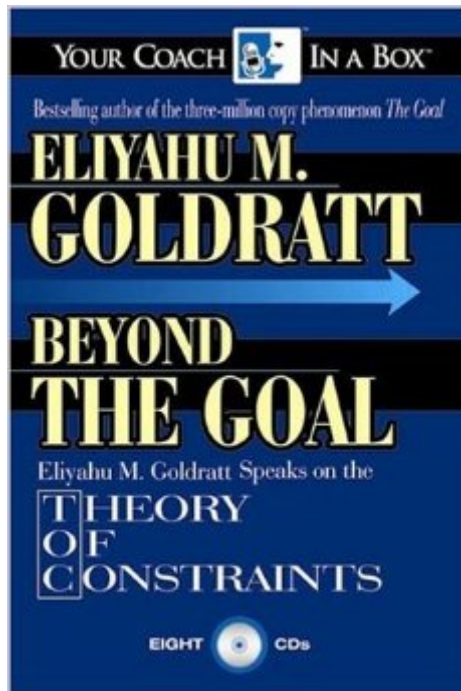


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# Beyond The Goal: Eliyahu Goldratt Speaks On The Theory Of Constraints (Your Coach In A Box)



## Synopsis

Eliyahu M Goldratt, the author of *The Goal*, elaborates on his theories in his non fiction audio. He discusses how to implement his ideas and addresses some of the most asked-about elements, including: the basic assumptions of TOC; and why management assumptions must be changed to obtain lasting, bottom-line results.

## Book Information

Series: Your Coach in a Box

Audio CD: 8 pages

Publisher: Your Coach In A Box; Unabridged edition (September 1, 2005)

Language: English

ISBN-10: 1596590238

ISBN-13: 978-1596590236

Product Dimensions: 5.1 x 1.2 x 7.7 inches

Shipping Weight: 7.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (19 customer reviews)

Best Sellers Rank: #520,363 in Books (See Top 100 in Books) #157 in [Books > Books on CD > Business > Management](#) #364 in [Books > Books on CD > Business > General](#) #585 in [Books > Books on CD > Health, Mind & Body > Personal Growth](#)

## Customer Reviews

I've been a big admirer of Dr. Goldratt ever since I had to read *The Goal* in business school; I'm amazed how often his ideas pop up in the workplace, and how many applications they continue to have in a wide variety of settings. As much as I consider *The Goal* one of the most important books I've ever read, however, I must admit its fictional format has made it a little tricky to refer back to or to recommend to others. That's why I'm delighted to hear Dr. Goldratt talk about his ideas in such a straightforward manner in *Beyond the Goal*. Instead of being another business novel, this is a far more conventional presentation of his philosophy—a great way to answer some of the questions I've had since reading *The Goal*. If you're familiar with Dr. Goldratt's work, *Beyond the Goal* will help you sharpen your understanding and put it to use. And if you've never read *The Goal*, this is a great introduction to one of the most influential business theories of our time. This is a must-listen for any business listener!

In the goal we saw that there was a light at the end of the tunnel, or a bright blue sky above the

"dark clouds of reality". Yet, I fully agree with those that have said that the explanations on TOC are clearer on the works of Dr. Goldratt's disciples. But then you listen to this wonderful work and then you understand the philosophy behind TOC. He is inquisitive on the current reality to the point where you have to think hard, again and again to see the real constraints come about. No, it's not philosophy of science, because when you are just discerning through the clouds of reality, he hits you with the "show me the money!?!?", why are we even thinking this way if we are not going to get the benefits?!?! and I'm only in cd number 3 !!! For those of you who have had some exposure to TOC and believe it can make a difference, I would recommend this cd book.

A straight forward explanation of this theory. This CD has really helped me to fully understand the power of his theories and has explained to me how this can be implemented into a business. If you're interested in improving your business and your efficiencies this is a must hear.

I bought this to listen to on a long road trip. I absolutely love it. Had me rewinding and listening again, to make sure I got it all, because it would trigger so many thoughts. Goldratt has a way of linking things together and ... how to I explain this ... his stuff has an exponential impact. That is, he will describe something, tell a story, make a point, then I have to pause the CD so I can think for awhile. I started taking notes on a pad while driving, something I rarely do. This is not "pop-business" pabulum, so common today. Great stuff. Highly recommended.

Dr. Goldratt explained the entire TOC concept including how to apply TOC in operations, sales, marketing, project management, strategy and others. If you want to further explore each concept, you need to buy other TOC books. I took a lot of notes about this audio CD. It is an awesome presentation.

Reading the other comments it seems like I have a different product. Beyond the Goal, at least my version, sounds like 8 class lectures. Though the contents are interesting it's hard to follow along with only the audio and not have the visual support at your fingertips as well. The topics are interesting. The first chapter which went into the origins of MRP and evolution of ERP was fascinating but from there the topics were less engaging. I also found the histrionic lecturing style a bit tiring. There were many tantalizing ideas but I didn't get enough meat to really dig in and hold onto much except the first chapter on origins of MRP and ERP. Some of the stories were a bit drawn out for a small point like physicist and simplicity and other points were just reference without

enough to explain them For example Rope, Buffer , Drum was mentioned but without previously knowing and reading about it there wasn't enough for someone to grasp the concept. I would really have had this material written out. Wishing there was a good academic book on TOC and the related subjects. Interested in recommendations.

This is my first, but won't be my last, experience with Coach in a Box. Dr. G. is in his usual form (obviously speaking to a live audience) but this material, in this form, is probably not for those uninitiated to TOC. An outstanding supplement to William Dettmer's Systems book on TOC.

I've read most everything by Goldratt (and others including Dettmer, Leach and Scheinkopf) and listened to many of his talks. Beyond the Goal is the best by far. Not only does he bring together all his thoughts from all his previous works but he takes them to a deeper level. If you consider yourself a systems thinker this is a must for your listening library.

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