



The Squeeze: A Novel Approach to Business Sustainability

By Gary A. Langenwaller

Society of Manufacturing Engineers, United States, 2006. Spiral bound. Condition: New. Language: English . Brand New Book. The Squeeze is a novel that relates the fight for survival of a small, family-owned, Midwest manufacturer. Barely breaking even, Brookings Manufacturing is feeling the squeeze even after five years of Lean implementation. Its new CEO, Adam Brookings, finds himself at a crossroads - sell the barely profitable business and leave the fate of his lifetime friends/co-workers to chance, move 200 manufacturing jobs overseas and substantially affect the local community, or try something new - and quick! The answers are found in applying the Triple Bottom Line to decision-making. See what happens to the employees, customers, suppliers, and even the bank when Brookings uses the Triple Bottom Line to sustain business.

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