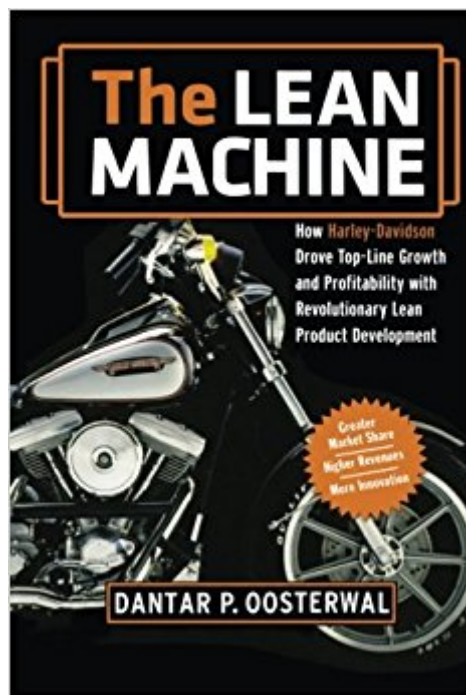# The Lean Machine: How Harley-Davidson Drove Top-Line Growth And Profitability With Revolutionary Lean Product Development

Synopsis

Some things never change. Harley-Davidson is still the great, iconic American motorcycle. But like many storied companies, Harley has had to evolve to stay on top, even to stay in existence. From near-extinction in the early eighties, it has risen to worldwide recognition for management excellence and innovation. The Lean Machine is an inside look at how Harley-Davidson was able to adapt in an ever-changing world and accelerate product development. Rooted in Japanese productivity improvement techniques, Knowledge-Based Product Development helped fuel Harley's incredible period of sustained growth. Even after the company earned the PDMA Corporate Innovator Award in 2003, Dantar Oosterwal, a Harley-Davidson executive, took the improvement a quantum leap further. By implementing Lean Product Development techniques, Harley realized an unprecedented fourfold increase in throughput in half the time, powering annual growth of more than ten percent. In The Lean Machine, Oosterwal shows the day-to-day transformation at Harley and identifies universal change and improvement issues, so that companies in any industry can incorporate Knowledge-Based Innovation-with predictably excellent results.

Book Information

Paperback: 272 pages

Publisher: AMACOM (January 13, 2010)

Language: English

ISBN-10: 0814432883

ISBN-13: 978-0814432884

Product Dimensions: 6 x 0.6 x 8.9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ Â See all reviewsÂ (10 customer reviews)

Best Sellers Rank: #59,964 in Books (See Top 100 in Books)   #17 inÂ Books > Business & Money > Industries > Automotive   #20 inÂ Books > Engineering & Transportation > Automotive > Motorcycles   #25 inÂ Books > Business & Money > Industries > Transportation

Customer Reviews

A very clear and useful guide to appraise, question and enhance a company's product development process. Truly practical, grounded on the experience of one of the world's most admired and successful companies.

THe book was accessible and gave the reader insight into one of America's most successful comeback companies.The writing was fresh and it was easy to relate it to other good lean material in Mike Rother's Toyota Kata and Jeff Liker series of books on the Toyota Way.

I liked this reading. Eventhough the title makes it seem to be all about Harley, it covers a lot more than that.It points to the challenges of bringing the Lean thinking and practices into Product Development environment. The power of this book lays on its story telling. It smoothly transitions from walking you through many actual cases to the teaching of tools and principles.Lean PD has a lot to do with culture and way of thinking. This book does a great job pointing them out through actual examples. Dantar goes through about two decades of relevant cultural influences, people relationships and tools development and utilizations.Enjioy the reading by letting the segments soak for a while!

difficult but really worth it

The Harley-Davidson Motor Company revels in the marketing image it has crafted and maintained for more than a century. Mere mention of the motorcycle giant conjures up visions of tattooed, muscle-bound renegades blazing an intimidating trail on the nation's highways. Harley's corporate environment exists in stark contrast to this image. Their staff features progressive, astute individuals who enjoy a stellar reputation for innovative business practices. Author Dantar P. Oosterwal, Harley's former director of product development, is eminently qualified to critique the organization's operation. To his credit, Oosterwal resists engaging in self-congratulatory back-slapping. Instead, he presents a backstage tour of Harley-Davidson, expounding on its philosophies, procedures and problem-solving methods. Oosterwal, who earned a master's degree in management at MIT, focuses on business theories and dynamics, not personalities. While the book is not necessarily geared toward novice professionals, getAbstract nevertheless believes that Oosterwal's mantra should resonate loudly within corporations everywhere: Practice innovation and emphasize quality - or risk extinction.

Download to continue reading...

The Lean Machine: How Harley-Davidson Drove Top-Line Growth and Profitability with Revolutionary Lean Product Development LEAN: Lean Tools - 5S (Lean, Lean Manufacturing, Lean Six Sigma, Lean 5S, Lean StartUp, Lean Enterprise) (LEAN BIBLE Book 3) Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21

Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Lean Six Sigma: and Lean QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma For Service, Lean Manufacturing) LEAN: Lean Bible - Six Sigma & 5S - 3 Manuscripts + 1 BONUS BOOK (Lean Thinking, Lean Production, Lean Manufacturing, Lean Startup, Kaizen) Lean: QuickStart Guide - The Simplified Beginner's Guide To Lean (Lean, Lean Manufacturing, Lean Six Sigma, Lean Enterprise) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum The Principles of Product Development Flow: Second Generation Lean Product Development Jean Davidson's Harley-Davidson Family Album Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management: Product Vision and Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) Agile Product Management (Box Set): User Stories & Product Backlog 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management: User Stories & Product Backlog 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management (Box Set): Product Backlog 21 Tips , Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum The Lean Design Guidebook: Everything Your Product Development Team Needs to Slash Manufacturing Cost (The Lean Guidebook Series)