



# **Manufacturing Strategy: How to Formulate and Implement a Winning Plan, Second Edition**

*John Miltenburg*

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To stay competitive and meet market expectations in a global economy, both domestic and foreign companies must realign their manufacturing processes, make improvements, and increase their manufacturing capabilities. With large numbers of employees working in a network of domestic and foreign facilities, production processes are as varied as the products being produced. Manufacturing managers need a manufacturing plan or strategy that will bring structure to this complex environment.

In **Manufacturing Strategy: How to Formulate and Implement a Winning Plan, 2nd Edition**, John Miltenburg offers a sensible and systematic method to: (1) evaluate domestic and foreign factories and international manufacturing and (2) plan the appropriate manufacturing strategy to be first in the market.

Incorporating comments and suggestions from managers who used the first edition of **Manufacturing Strategy**, John Miltenburg expands and improves on his focus in the areas of: *International Manufacturing* ? where the focus is on a company's international network of factories; *Competitive Strategy* ? where managers must understand the role manufacturing strategy plays in their company's business strategy; and *Manufacturing Programs* ? showing how programs such as quality management, six sigma, agile manufacturing, and supply chain management fit within the manufacturing strategy.

**Manufacturing Strategy** gives managers a common language for dealing with manufacturing problems at both strategic and operational levels. It improves communication between manufacturing managers and those outside manufacturing (who will now have a better understanding of what manufacturing can and cannot do).

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