



**Lean Enterprise Institute**

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IMMEDIATE RELEASE

## **Lean Enterprise Institute Launches Lean Management Timeline and Book with Video**

Cambridge, Mass., June 19, 2008 -- The Lean Enterprise Institute (LEI) has introduced two new free web resources: a [lean timeline](#) showing the breakthrough ideas that led to the modern system of lean management and an [online book](#) of written and video testimony from business people about how lean management principles changed their lives.

### **Lean Thinking Resource**

The new graphical timeline called "[Breakthrough Moments in Lean](#)" gives managers and executives a chronology of the salient developments in lean thinking, beginning with the floating assembly line for ships of standard design at the Venetian Arsenal in the 1500s, through the contributions of Henry Ford and the Toyoda family in the early 1900s, to the dissemination of lean management principles today.

See the [lean timeline](#) at:

<http://www.lean.org/WhatsLean/timeline.cfm>

### **Interactive Book**

The *Reflection on Lean* e-book combines videos of business people answering the question "How has lean changed your life?" with written answers to the same question from LEI's [Reflections on Lean paperback](#) (\$10.00, LEI, 2007). The paperback and online books capture the triumphs, struggles, and humor of managers and executives implementing lean thinking in their companies.

Enjoy the *Reflections on Lean* online book:

[http://lean.richfx.com/catalog/media/reflections\\_on\\_lean/?rfx\\_staging=1](http://lean.richfx.com/catalog/media/reflections_on_lean/?rfx_staging=1)

### **About the Lean Enterprise Institute**

The Lean Enterprise Institute (LEI) was founded in 1997 by management expert [James P. Womack](#), Ph.D., as a nonprofit education, publishing, and research organization with a mission to advance lean thinking around the world. LEI teaches courses, holds management seminars, writes and publishes books and workbooks, and organizes public and private conferences. It uses the surplus revenues from these activities to conduct research projects and to support other lean initiatives such as the Lean Education Academic Network ([www.teachinglean.org](http://www.teachinglean.org)) and the Lean Global Network ([www.leanglobal.org](http://www.leanglobal.org)). For more information visit LEI at <http://www.lean.org>.