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IMMEDIATE RELEASE

New *Lean Lexicon* Covers Strategic Planning, Product Development, Supply Streams

Cambridge, Mass., March 18, 2008 – The new Fourth Edition of the [*Lean Lexicon*](#), published by the nonprofit Lean Enterprise Institute (LEI), features terms and illustrations about how lean business principles pertain to strategic planning, supply streams, and product development.

The latest edition of the *Lexicon* is available for \$25.00 from the LEI web site at: <http://www.lean.org/Bookstore/ProductDetails.cfm?SelectedProductID=83> , or call 617 871-2900. There is a 20% discount on purchases of 10 or more copies.

The new *Lexicon*, first published in January 2003, is 125 pages, containing 61 illustrations and 193 key terms from A3 Report to Yokoten. The *Lexicon* already covers such key lean enterprise terms as jidoka, kanban, kaizen, lean consumption, lean production, lean enterprise, pull production, standardized work, takt time, Toyota Production System, and value-stream mapping. It also has a simple, one-page guide to pronouncing Japanese terms and a section with value-stream mapping icons.

The new terms are:

- Dashboard (strategy deployment)
- Fulfillment Stream (supply stream)
- Look-Ask-Model-Discuss- Act Cycle (product and process development)
- Lean Product and Process Development (product and process development)
- Trade-off Curves (product and process development)
- True North (strategy deployment)
- Useable Knowledge (product and process development)

These terms were updated with new information or graphics:

- Chief Engineer (product and process development)
- Lean Thinking
- Set-based Concurrent Engineering (product and process development)
- Strategy Deployment (strategy deployment)

“Like the past three editions, the Fourth Edition of the *Lean Lexicon* incorporates many improvement ideas from our customers,” said Michael Brassard, president of LEI’s Lean Learning Materials. “We continue to welcome suggestions from managers, executives, engineers – everyone in the expanding Lean Community of manufacturing and service companies.”

Unlike most other business glossaries in print or online, the *Lexicon* is focused exclusively on lean production and lean management.

[Lean Lexicon: a graphical glossary for Lean Thinkers](#)

<http://www.lean.org/Bookstore/ProductDetails.cfm?SelectedProductID=83>

Editors: Chet Marchwinski, Alexis Schroeder, John Shook

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Editors/Producers

For review copies of the *Lean Lexicon*, contact Chet Marchwinski at LEI:

cmarchwinski@lean.org or 617 871-2930. For background about lean production and lean management, visit the LEI web site at: <http://www.lean.org>.

[About the Lean Enterprise Institute \(LEI\)](#)

<http://www.lean.org>

Based in Cambridge, MA, the Lean Enterprise Institute is celebrating its 10th anniversary as a 501(c)(3) nonprofit education, publication, conferencing, and research center. It was founded in 1997 by management expert [James P. Womack](#), Ph.D. ,

(<http://www.lean.org/WhoWeAre/LeanPerson.cfm?LeanPersonId=1>) to give people simple but powerful tools that enable them to apply a set of ideas known as lean production and lean thinking, based on Toyota business practices. LEI helps organizations transform themselves into lean enterprises and helps managers develop the leadership behaviors that sustain lean enterprises. For more information visit LEI at <http://www.lean.org>.