

**CENTRAL PA CHAPTER AWI
MASS CUSTOMIZATION PRESENTATION
NOVEMBER 29, 2012**

Recommended Reading

Abrashoff, D. Michael. *It's your ship: management techniques from the best damn ship in the navy*. New York, NY: Warner Books, 2002. Print.

Gerstner, Louis V.. *Who says elephants can't dance?: inside IBM's historic turnaround*. New York, NY: HarperBusiness, 2002. Print.

Harnish, Verne. *Mastering the Rockefeller habits: what you must do to increase the value of your fast-growth firm*. New York: SelectBooks, 2002. Print

Lane, Greg. *Made-to-order lean: excelling in a high-mix, low-volume environment*. New York: Productivity Press, 2007. Print.

Osterwalder, Alexander, Yves Pigneur, and Tim Clark. *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley, 2010. Print.

PA State Resources

PREP (Partners for Regional Economic Performance) Economic Development Corporations, Small Business Development Centers and Industrial Resource Centers. www.newpa.com

Lean Manufacturers Coalition of Central PA (Lean User Group made up of Lean Leaders throughout Central PA) Dana Gordon, IMC Business Advisor, danag@imcpa.com