



## Smart Simple Design/Reloaded

VARIETY EFFECTIVENESS AND THE COST OF COMPLEXITY

### REVIEWS FROM EXPERTS IN THE FIELD OF OPERATIONAL EXCELLENCE

“Smart Simple Design is the first thorough treatment of a method that can systematically identify the waste of product variety. Variety Effectiveness is an approaching revolution in the product and service development process. Dr. Galsworth’s book is an excellent place to begin.”

*Bruce Hamilton, President, Greater Boston Manufacturing Partnership*

“I like this book—a lot. Among hundreds of books on lean and related topics, even today it is hard to find erudite treatments of product proliferation and variety effectiveness. Dr. Galsworth’s book is a rare and fine exception. You’ll like this book, too.”

*Richard J. Schonberger, lean expert; author of Best Practices in Lean Six Sigma and many titles*

“The impact of reducing the number of parts—at the part level—from the overall manufacturing system shaves years off your improvement journey. Read this book and learn how!”

*Eric Lail, Vice President, Transportation Insight*

"Dr. Galsworth is already established as the world’s premier advocate of visual systems and all that goes with it. She should be equally well known for 'Smart Simple Design/Reloaded' (an update of her 1994 book). The subject matter penetrates the core of manufacturing excellence, because getting product design right generates rippling benefits throughout the business — all the way to the customer. The book’s subtitle sums it up elegantly: 'Variety Effectiveness and the Cost of Complexity.'"

*Richard J. Schonberger, lean expert; author of Best Practices in Lean Six Sigma and many titles*