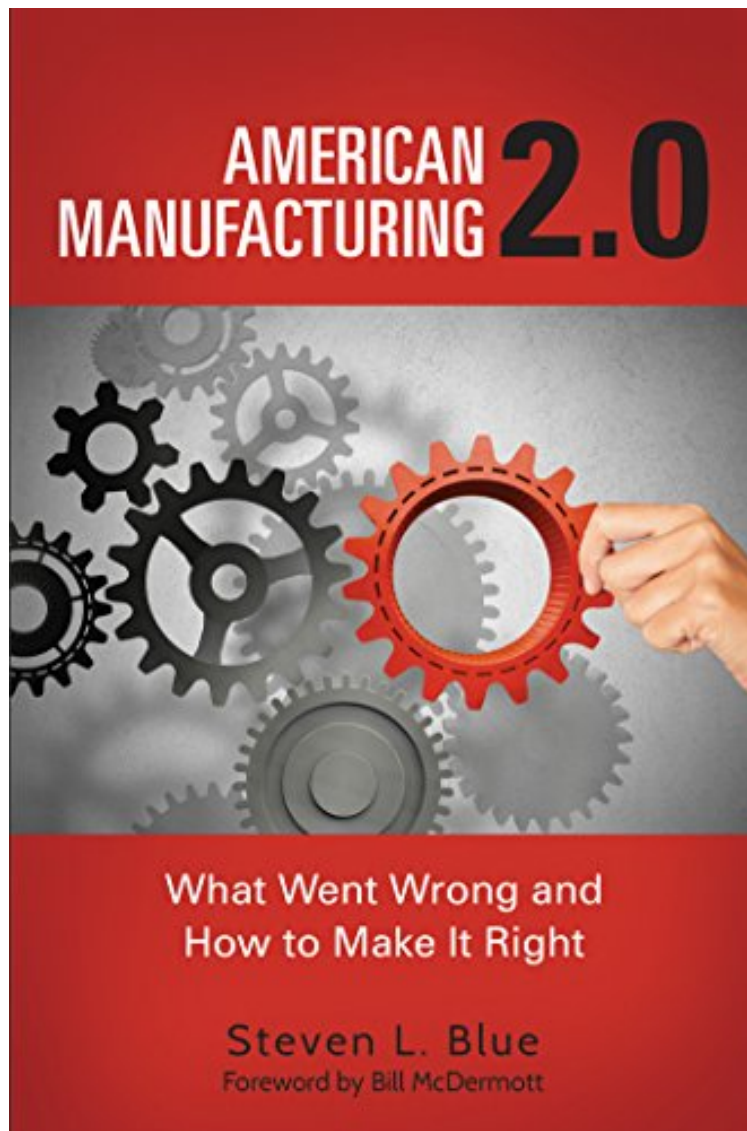


(Mobile ebook) American Manufacturing 2.0: What Went Wrong and How to Make It Right: What Went Wrong and How to Make It Right

# American Manufacturing 2.0: What Went Wrong and How to Make It Right: What Went Wrong and How to Make It Right

*Steven Blue*

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Written by a working CEO who increased earnings in some of the companies he led by 400 percent, this book provides a real-world prescription for prosperity and growth for any company, in any industry. • Presents readers with specific, actionable, and experience-based advice on how to propel a company into a global powerhouse • Teaches the importance of the human factor and how to harness it for peak performance • Reveals the secrets to building a high performance culture by design; not by default • Uses tried-and-true examples from the author's real-world experience in generating turnaround and growth successes • Offers advice on customer service, including how not to lose customers while "explosive growth" occurs

"Blue illustrates timeless principles of success. 'The 7 Values of Ingenuity' should be at the heart of any business or organization. They are vital for achieving growth, and especially essential when times are tough." (Dr. James C. Schmidt, Chancellor, University of Wisconsin-Eau Claire) "Manufacturing 2.0 provides an inspiring alternative to manufacturing as usual. The call of this new era in manufacturing is accessing higher levels of employee engagement and innovation requiring a new way of thinking: a culture by design. Through riveting accounts of strategic turnarounds, Steve Blue shows manufacturers the power of embracing authentic values as the foundation for competitive production in the twenty-first century." (Mark R. Young, Professor, Winona State University) "Being a successful manufacturer, Steve sees with unique clarity the historical ingredients for manufacturing success and builds a common-sense path for companies and the industry to follow with insightful profiles to amplify his vision!" (Douglas K. Woods, President, AMT-The Association For Manufacturing Technology) "Steve has done a magnificent job in sharing the core values of ingenuity with powerful examples from leaders and CEOs from a diverse array of industries. Quite frankly, every institution will thrive and succeed by living these timeless yet fundamental principles. This is a must-read for everyone interested in the resurgence of American manufacturing." (S. K. Ramesh, Dean, College of Engineering and Computer Science, California State University, Northridge) "Steve Blue's ideas hit the nail squarely on the head when describing the need for integrity and the need to give up control, but he appropriately is open to all ideas when fulfilling the need to involve everyone to make the business successful." (Bob Kierlin, Retired CEO, Fastenal Company) About the Author Steven L. Blue, MBA, is CEO of Miller Ingenuity, a global supplier of mission-critical components in the transportation industry.