



It's Not Luck: Marketing, Production, and the Theory of Constraints

Eliyahu M. Goldratt

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Using the unique business-novel format, *It's Not Luck* continues the story of *The Goal* protagonist Alex Rogo as he navigates a new set of challenges facing the now over-diversified and under-profitable UniCo, where he has risen to the rank of division manager.

With an engaging voice and dynamic plot, Goldratt shows how to apply his Theory of Constraints (TOC) to achieve ongoing improvement in sales and marketing, inventory control, and production distribution. In addition, he introduces techniques for successful conflict resolution on both a business and a personal level.

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