



Lean Management

**AFNOR Éditions publishes *Journey to the land of Lean*,
the book that goes back to the original sources of Lean**

Often misguided in his approach and his spirit, the *Lean Management* is far from always being a success! And yet, today it extends to all sectors of the economy and to administrations. Passionate specialist, Natacha Jushko offers here a journey to the sources of the spirit of *Lean*, the original, that of Toyota, and luminously demonstrates why the *Lean* should never be reduced to simple productivity gains, to a tool applicable everywhere and to everyone in the same way.

Natacha Jushko takes us on the road to the Toyota Production System, popularized under the name of *Lean*, and sheds light on the “cultural compass” of the system thanks to the first intercultural tool dedicated to *Lean*. She thus recalls that “Respect for humanity” was one of the nicknames given at Toyota to this *Lean* original and cannot therefore be reduced to blind numerical objectives, as some too often summarize.

In this book, the author offers a true cultural and systemic deciphering of *Lean*. She recalls that the *Lean* cannot be effectively applied without considering the company in its entirety, such as an ecosystem, nor without understanding its cultural aspect. The “house of *Lean*” is a whole with men and women at the center, cultural paradoxes to manage! Perception and adherence to *Lean* therefore depend on brakes or, on the contrary, on cultural levers; ignoring them leads to inadequate implementation and often leads to justified criticism.

An original and hitherto unpublished approach, a captivating and enriching read. A work with fluid writing, not lacking in touches of humor, which achieves the feat of being as accessible to neophytes as to those who use the *Lean Management* in their profession.

The author

Passionate about languages and the discovery of new cultures, **Natasha Jushko** has been involved in management, business development and training for around fifteen years. Belgian, with Belarusian, Ukrainian and German origins, married to a Franco-Lebanese man, she worked in Lebanon, Russia, China and several African countries.

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AFNOR Éditions press contact: Olivier Cots - +33 1 46 05 82 59 - +33 6 85 41 48 32 - ocots@aricom.fr