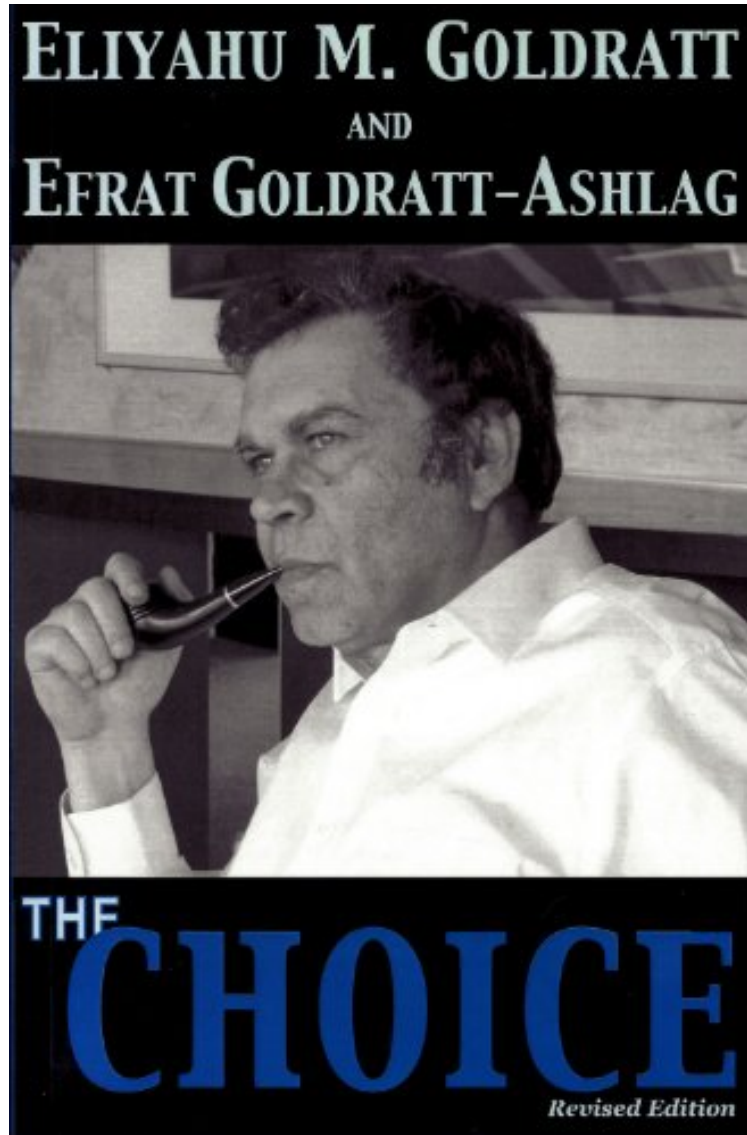


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## The Choice, Revised Edition

*Eliyahu M. Goldratt, Efrat Goldratt-Ashlag*  
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**Eliyahu M. Goldratt, Efrat Goldratt-Ashlag : The Choice, Revised Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Choice, Revised Edition:

4 of 4 people found the following review helpful. A masterpiece! Key thinking for a better life...By Eduardo C. MouraA seasoned Eli Goldratt, after 25 years of TOC (Theory of Constraints) development and practice, summarizes in a very clear way the philosophical principles behind his revolutionary ideas and methods, a most valuable contribution for anyone to live a meaningful life. In this book the reader will learn, among many other key concepts and hints, how to overcome the four main obstacles to a clear thinking, which is a pre-requisite for one to be prepared

to identify and exploit the opportunities that pass by our very eyes along our lifetime. By applying the principles outlined in this book, the reader will find him/herself into the most fascinating journey that a person can think of: to live a full, relevant life that leaves a mark which stands the test of time and that can change the lives of people around us for the better. Just as Eli Goldratt did. For, as the Roman philosopher Seneca said, "luck is when opportunity meets preparation". So get prepared by reading and practicing the ideas exposed in this masterpiece!

1 of 1 people found the following review helpful. Excellent conclusion to Goldratt's oeuvre  
By Tiago  
My rating and review is heavily biased by Goldratt's earlier books, which I found incredibly transformative when taken as a group. This book would be unremarkable standing on its own. But knowing how it relates to the theory of constraints, that this way of thinking and living goes much deeper than manufacturing or making products or business, makes this book a kind of meditative epilogue to the whole series. Highly recommended of those that have begun to grasp the real implications of the theory of constraints and the thinking processes.

2 of 2 people found the following review helpful. Excellent, most unusual book!  
By Coach Loraine  
I just loved this book. It really helped me to think more clearly. This book is unusual in that it is written by a father and daughter team. Eli Goldratt is a world renowned expert in Supply Chain optimisation. Efrat Goldratt-Ashlag is an industrial psychologist. The book manages to tease apart Eli Goldratt's powers of thinking, which although are applied in supply chain settings - are totally readable and accessible to the layperson. His daughter never fails to ask the right questions and tease out the information while never just taking it at face value either! What's amazing is that this book really guides the reader into thinking clearly, moving past assumptions, and finding creative, out-of-the-box solutions to challenges. It also touches on the theme of "Conscious Business" because Eli Goldratt's philosophy is creating win-win outcomes.

TOC has been successfully applied in almost every area of human endeavor, from industry to healthcare to education. And while Eli Goldratt is indeed a scientist, an educator and a business leader, he is first and foremost a philosopher; some say a genius. He is a thinker who provokes others to do the same. Often characterized as unconventional, and always stimulating, a slayer of sacred cows, Dr. Goldratt exhorts his readers to examine and reassess their lives and business practices by cultivating a different perspective and a clear new vision. In his latest book, *THE CHOICE*, Goldratt once again presents his thought provoking approach, this time through a conversation with his daughter Efrat, as he explains to her his fundamental system of beliefs. This revised edition includes a section called Efrat's Notes; these notes and logical maps are helpful tools that assist in visualizing and implementing the thoughts and ideas expressed throughout this book.