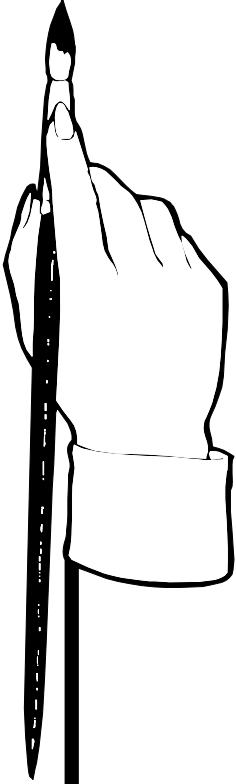


# WHAT'S NEW

## PRACTICE KAIZEN

Price Pritchett  
*New Work Habits  
for a Radically Changing World*



Continuous improvement—the Japanese call it *kaizen*—offers some of the best insurance for both your career and the organization. *Kaizen* (pronounced ky'zen) is the relentless quest for a better way, for higher quality craftsmanship. Think of it as the daily pursuit of perfection.

*Kaizen* keeps you reaching, stretching to outdo yesterday. The continuous improvements may come bit by bit. But enough of these small, incremental gains will eventually add up to a valuable competitive advantage. Also, if every employee constantly keeps an eye out for improvements, major innovations are more likely to occur. The spirit of *kaizen* can trigger dramatic breakthroughs.

Without *kaizen*, you and your employer will gradually lose ground. Eventually, you'll both be “out of business,” because the competition never stands still....

*Nobody can* afford to rest on a reputation anymore. Circumstances change too quickly. Competition gets tougher and more global all the time. What we consider “good” today is seen as “so-so” by tomorrow.

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