

Table of contents

- **Foreword by**
- **Introduction: Toward a New System of Thought**
- **Chapter 1 Lessons from the Rouge Two ways of perceiving Henry Ford's original vision for low-cost mass production prompt different companies after 1950 to adopt very different ways of organizing work. These perceptions of work, reflecting distinctly different systems of thought, are referred to as "managing by results" (MBR) and "managing by means" (MBM).**
- **Chapter 2 Relationships (MBM) versus Quantity (MBR) A brief history of mana**