

Physical Asset Management for the Executive Caution: Don't Read This If You Are on an Airplane

By Howard W. Penrose

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Proper management of physical assets remains the single largest business improvement opportunity in the 21st Century. The size of the asset management industry in the USA, alone, was $1.2 Trillion. Of that, $750 Billion was the direct cost of poor physical asset maintenance and management.

In this book, Dr. Howard W Penrose discusses the necessary strategies to take advantage of this last frontier in business improvement. Determine where you stand by asking yourself these questions: The next time you get on that elevator or airplane, what if they are maintaining it the same way you maintain your facilities and production equipment? Would you want to ride?

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- Sales Rank: #2180973 in eBooks
- Published on: 2008-05-01
- Released on: 2015-01-06
- Format: Kindle eBook

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