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FROM ANALYTICS TO ACTION

Free book: *The Complexity Crisis* Breaking Free from Product Complexity

"If your costs are up and profits down, you should devour John Mariotti's terrific book on 'Complexity!'"

– Jack C. Shewmaker, executive consultant, retired president and vice chairman, Wal-Mart Stores, Inc.

According to John Mariotti, former president of Rubbermaid Office Products Group, complexity is a self-inflicted profit drain that companies must learn to recognize, measure and fix.

Visit our new web site at Emcien.com to learn more about how other companies are solving the problem of product complexity and sign up to receive a free hardbound edition of Mariotti's *The Complexity Crisis*. While you're there, gain insight into how our on-demand solution can be *your* solution to taming complexity and driving value to your bottom line.

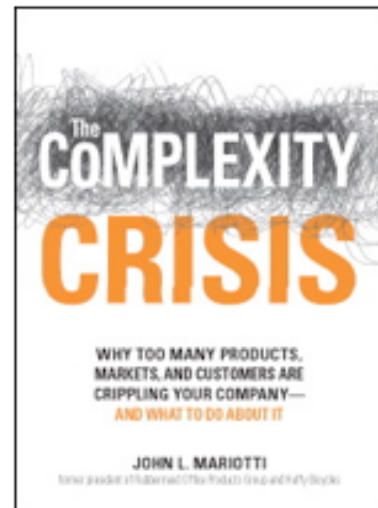
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And don't miss our new Thought Leadership section – a collection of timely white papers, case studies and videos that deliver the latest approaches to reducing product complexity, including a [recent article](#) from *Automotive Manufacturing Solutions* detailing how Emcien solves the problem.

Best regards,

Loraine Fick

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This ground-breaking book is essential reading for any organization struggling with product complexity