

New Business Book from Kogan Page, The Tesla Way by Michael Valentin

Teslism by detailing its seven fundamental principles that can help each company to make the most of the fourth industrial revolution.

New York City, Oct 8, 2019 (Issuewire.com) - "Tesla is like any organization: imperfect and open to criticism in many ways. But the Tesla way is probably the only model that currently offers such a level of hybridization between the digital world and industry. Understanding this model means giving yourself a unique source of inspiration to anticipate future changes." said the author [Michael Valentin](#), who publishes his second book , The Tesla Way (*Kogan Page, ISBN# 9780749497033, paperback, 224 pp, \$39.95*) which is now available at [Amazon](#) and [Kogan Page](#).

The Tesla Way demonstrates that the 4th Industrial Revolution is well and truly underway and that there is one emerging system primed to take full advantage of it. This system, which will drive the industry's shift into a hybrid digital and industrial sector is the brainchild of Elon Musk, the charismatic and controversial leader of Tesla.

The Tesla Way will look at the origins of Tesla, its journey to success, new business models and what will come next. The author includes a mixture of the theory behind the Tesla business model and its applications, examining the combination between the manufacturing world and the digital world. At the end of each chapter, an interview with a CEO or top manager of an industrial firm is featured: among others, the stories of Luxor Lighting, ThyssenKrupp, Bosch or Kimberley Clarke. There are also insightful questions for managers.

"By writing this book, I wanted to give keys to business leaders, managers, and students in the industrial sector so that they could make the most of the 4th industrial revolution," said Michael Valentin.

Please note that online supporting resources include sample templates for analyzing the efficiency of processes on the factory floor.

[Michael Valentin](#) has worked as a manufacturing manager at Michelin and PSA (Peugeot Société Anonyme). He later worked at McKinsey, before co-founding his own firm, [OPEO](#). Its goal is to help companies face the challenges of the 4th industrial era by transitioning to the Industry of the Future through operational excellence.

Media Contact

Victoria Spedale Public Relations

vspedale@optonline.net

631-321-4008

Source : OPEO

See on IssueWire : <https://www.issuewire.com/new-business-book-from-kogan-page-the-tesla-way-by-michael-valentin-1646836213053433>