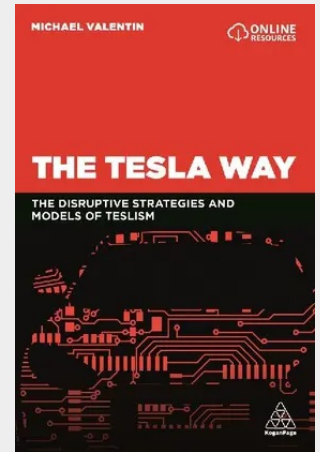


Tesla Way

The Disruptive Strategies and Models of Teslism

Tesla disrupts the automotive industry by creating many innovative pieces that fit together. Its marketing, production, sales and technology strategies are all notably different from its competitors. **The Tesla Way** is an elongated case study looking at Tesla's business model and how this can be applied to existing manufacturing and production strategies in other companies. The author also includes case studies from Michelin, Mass and other consumer goods manufacturing companies. **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. He has also interviewed a cross-section of Tesla's current employees in both the USA and France. 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. Online supporting resources include sample templates for analyzing efficiency of processes on the factory floor.

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