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New Book Illustrates Success Story of Homebuilding Construction

The story of how RB Builders' cross-functional production team learned the principles of homebuilding production is demonstrated in *The Pipeline: A Picture of Homebuilding Production* by Fletcher Groves, III.

In the years following the period known as the "Age of Homebuilder Entitlement," RB Builders painstakingly learned the ins-and-outs of home construction, applying underlying principles and disciplines of production that are otherwise universal. As told by Groves as an exchange of dialogue between team members, senior management, and RB's trusted, results-based advisor/partner, this book is about using the tools that work for homebuilding construction without regard to the "consulting religion" they come from.

The result is a deep understanding of a production system with an enduring visual image and a realization that improving performance is the best path to achieving sustainable competitive separation.

Fletcher Groves, III has more than 30 years' experience in commercial banking, residential real estate sales, development, construction, and management consulting. He has owned and managed his own development and award-winning homebuilding companies, as well as worked for Arthur Rutenberg Homes.

The Pipeline is available in hardcover (ISBN 978-1-62137-193-9) from Virtualbookworm.com, Amazon.com, and Barnesandnoble.com. This book can also be ordered from most bookstores around the United States and United Kingdom. More information can be found at the author's website, www.thepipelinebook.com.