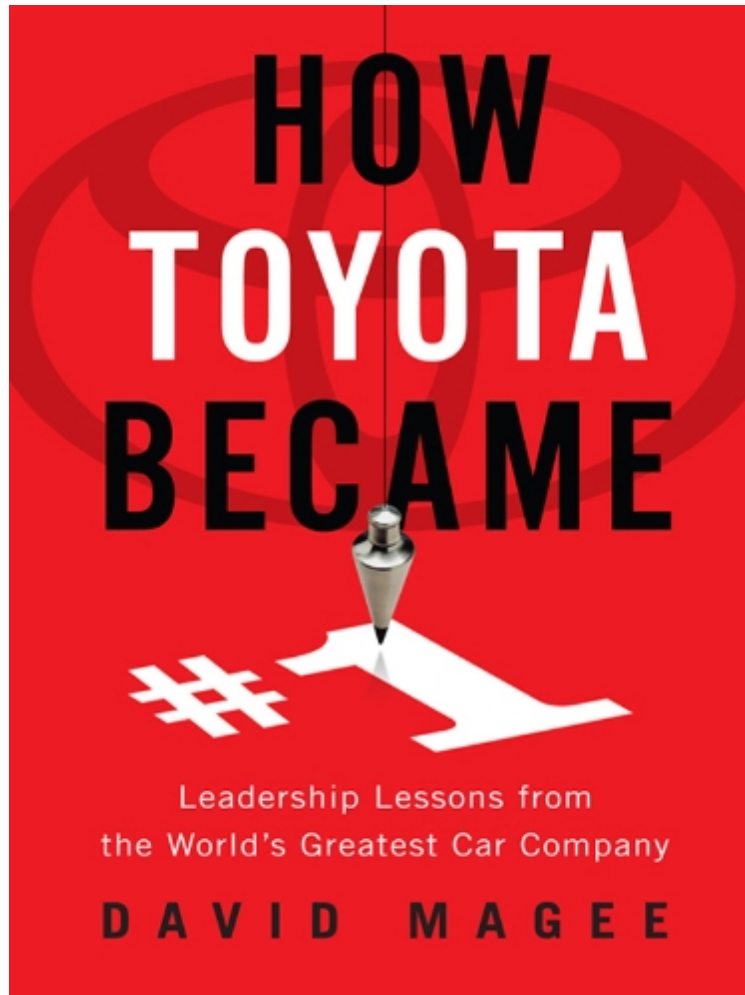


How Toyota Became #1: Leadership Lessons from the World's Greatest Car Company

David Magee

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David Magee : How Toyota Became #1: Leadership Lessons from the World's Greatest Car Company before purchasing it in order to gauge whether or not it would be worth my time, and all praised How Toyota Became #1: Leadership Lessons from the World's Greatest Car Company:

0 of 0 people found the following review helpful. One of the best and most intuitive books I've read in a long time! By victor This is one of the best and most insightful books I've read about how a Japanese company and how Japan in general work together in unison to make a better product by putting their ego aside. I like how they put their philosophy of Buddhism and implement it in their company called kaizen to continually correct and improve their system and also have an incentive program to reinforce it. It's amazing how the Japanese took a system from Ford like the incentive program and perfected it and got everyone in the company to get involved to help continuously improve not only the Toyota company but people in general through their products and continue to do so with their ego put

aside. I wish Toyota the best in their success and in everything they do and other companies like it! 1 of 1 people found the following review helpful. Great read at an amazing price! By Bianka D. Majchrowicz Love this book (I'm an Industrial Engineer). I gave it to a friend who studied Mechanical Engineering, and he got the Toyota fever as well. Only downside: It reduces the tolerance for BS... 0 of 0 people found the following review helpful. Five Stars By Cornel Collins Great seller.. A+++++

Everyone knows that Toyota has had an amazing twenty-five-year run, rising from a humble Japanese start-up to a thriving global giant. But how did it pass Ford and GM to become the world's largest auto manufacturer? And how does it continue to thrive while so many competitors are struggling and failing? Journalist David Magee dug deeply into Toyota's past and present, interviewing senior executives who rarely talk to the press, along with many other sources. The powerful lessons that he distills, especially about corporate culture, are valuable for managers in all industries.

From Publishers Weekly Magee, a columnist at the Chattanooga Times Free Press, ably chronicles the rise of leading auto manufacturer Toyota and the underlying principles that led to its ascendancy. From lean production to a long-term focus to specialized philosophies like kaizen (a system of continuous improvement in which instances of waste are eliminated one by one) and genchi genbutsu (a belief in practical experience over theoretical knowledge), Magee documents each contributing factor in Toyota's success. Going back as far as Toyota founder Kiichiro Toyoda's father Sakichi Toyoda, a successful inventor who inspired and financed the car company's first operations, Magee takes the reader through the company's current challenges and achievements. While he delivers some fresh ideas on how to foster innovation within a particular industry, his overwhelming praise for Toyota's methods reads suspiciously like hagiography, despite his frequent assurances that he wrote the book in complete objectivity with no involvement or influence from the company. Still, this work will interest those involved in the automotive world or similar industries. (Nov. 1) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "From its renowned production system to its unerring sense of customers' tastes, the factors that fueled Toyota's drive to the summit of the auto industry are all well recounted here." —Newsweek "Magee runs through lessons in leadership and strategy, weaving in colorful snippets from Toyota's 70-year history." —Fast Company "David Magee convincingly argues that the spirit of Toyota people, as much as anything, has determined Toyota's success." —BusinessWeek.com "When it comes to Toyota's success, Mr. Magee credits the company's internal realities; he celebrates Toyota's willingness to acknowledge production problems quickly, to adapt its methods to varying markets (thus defying a stereotype of management rigidity), and to ask for feedback from its workers—thereby 'empowering' them." —Wall Street Journal "Magee provides an excellent view of a shining business model that encompasses not only Toyota's highly espoused lean production system but also its leadership values and unique corporate culture." —Booklist "This inspirational book is essential reading for both human resource professionals and business executives." —Library Journal About the Author David Magee is the author of eight books, including Turnaround: How Carlos Ghosn Rescued Nissan and The John Deere Way: Performance that Endures.