



The Elegant Solution: Toyota's Formula for Mastering Innovation.

By May, Matthew.

Simon & Schuster Ltd. PB. Condition: New. The world loves Toyota and this account explains its success. Each year it receives one million new ideas from its employees from every level of the organisation. It's success is the interplay between a system strong enough and bold enough to inspire loyalty beyond reason and the creative performers within that system. It is also a system that is firmly focused on its customers and the environment.



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