



The truth about Toyota and TPS

By Eichi Kobayashi

Paperback. Book Condition: New. Paperback. 118 pages. The Truth about Toyota and TPS explains how Toyota works and focuses on three areas: the production system and how it is built, the marketing of Toyota cars as being superior in quality and its ability to capitalize on this perception, and lastly the management of its workforce. However, behind the cast-iron reputation of the carmaker lays an obsolete organization struggling for survival in one of the auto industry most serious slumps. Will Toyota, the company that survived and succeeded through sixty years of competitive markets, be able to transform itself and prosper Will it be able to reinvent the car of the 21st century and recover its supremacy This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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