



Toyota

By K. Dennis Chambers

ABC-CLIO, United States, 2008. Paperback. Book Condition: New. 235 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Toyota rose from the ashes of World War II to become, just fifty years later, one of the dominant automakers in the world. How did Toyota do it? How did it go from making cars that Westerners pointed to and laughed at to making cars, like the Lexus, that people now lust after? That's what this book is all about. As veteran writer K. Dennis Chambers shows, Toyota, crazy like a fox, had a long-term plan to become a top-tier player in the auto industry. Through patience, persistence, and a willingness to dream of a different future as well as to look back to the past for ideas, Toyota has succeeded step by step. Yes, Toyota is unique. From peddling ugly 3-cylinder cars to working with quality guru W. Edwards Deming (when his U.S. countrymen thought him a crank) to totally revamping production processes, Toyota has never been afraid to chart its own path. Readers will learn what makes Toyota tick through Chambers's penetrating text, which: -Explains the importance of the company and the essential disruptions...



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