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Toyota Culture: The Heart and Soul of the Toyota Way

By Jeffrey K. Liker, Michael Hoseus

Tata McGraw-Hill Education Pvt. Ltd., 2008. Softcover. Book Condition: New. First edition. The international bestseller *The Toyota Way* explained the company's success by introducing a revolutionary 4P model for organizational excellence-Philosophy, People, Process, and Problem Solving. Now, in *Toyota Culture*, preeminent Toyota authorities Jeffrey Liker and Michael Hoseus reveal how Toyota selects, develops, and motivates its people to become committed to building high-quality products-and how you can do the same for your company. *Toyota Culture* examines the "human systems" that Toyota has put in place to instill its founding principles of trust, mutual prosperity, and excellence in its plants, dealerships, and offices around the world. Beginning with a look at the evolution of the Toyota culture and why its people are the heart and soul of the Toyota Way, the authors explain the company's four-stage process for building and keeping quality people: Attract, Develop, Engage, and Inspire. Drawing upon numerous examples from Liker's decades of research as well as Hoseus' insider access as a Toyota manager, *Toyota Culture* gives you the tools you need to:

- * Find competent, able, and willing employees
- * Start training and socializing your people as you hire them
- * Establish and communicate key business performance...



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