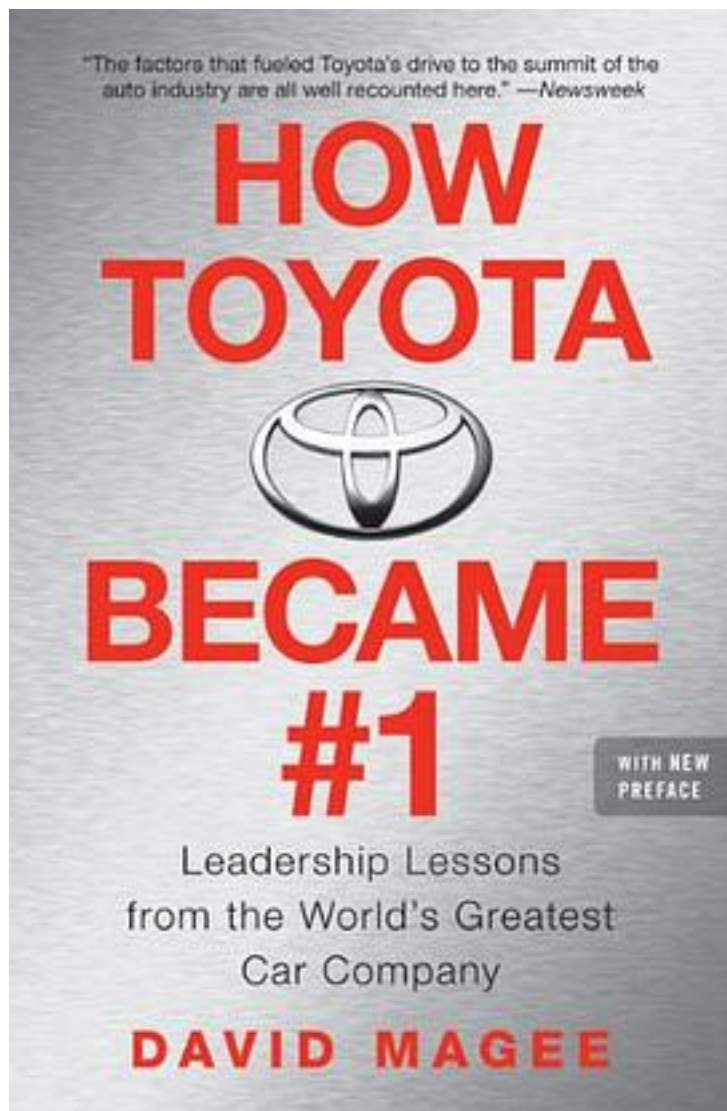


How Toyota Became #1



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著者:David Magee

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Book Description

Journalist Magee explores Toyota's past and present in order to reveal how this car company has sustained such tremendous success. The lessons that Magee explains here can be valuable for managers in all disciplines and 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)

Book Dimension

length: (cm)23.1 width:(cm)15.2

作者介绍:

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标签

经济

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评论

大部分观点其实都有听过或者经历过，但是将这些结合到一起，将之成为一家公司成功的经历来看的话，有点儿觉得惊讶或些许触动了心房。这是我读的第一本管理类的书，所以从任何角度讲，我都太生疏了。内容对我来讲很一般，逻辑和书本结构并不合我口味，与我常看的小说简直是相去甚远。很像是我大学毕业论文，先写了些论点当作章节名，然后东拼西凑一些故事，引用句子等等去论证论点。当然，我并不了解此类书，也并不专业，只从一名普通读者的喜好来评判此本书。书中也并不是没有让我惊艳的点，所以我才坚持看完了。这也许只是我读管理学书籍的敲门砖，也许到了多年以后再想起这本书来，能从中看懂更多。而现在，受学识限制，只能浅浅得认为这本书太虚，没有实在的东西。

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书评

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