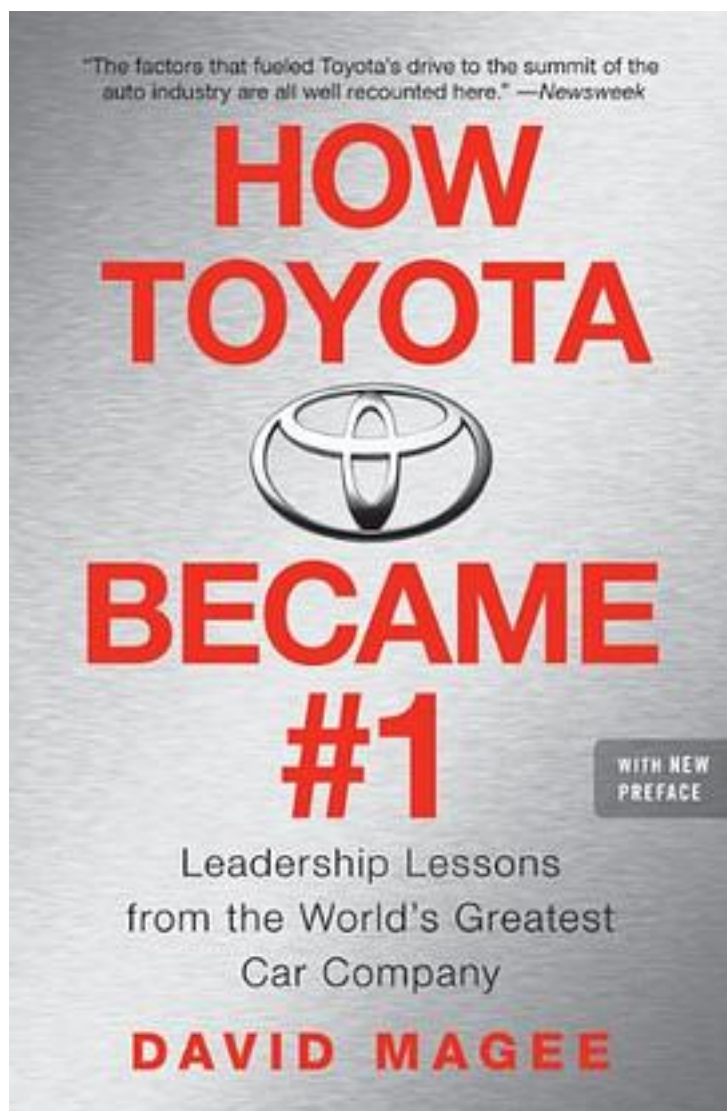


# How Toyota Became #1



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出版者:

出版时间:2008-10

装帧:

isbn:9781591842293

Everyone knows that Toyota has had an amazing twenty-five- year run, rising from a humble Japanese start-up to a thriving global giant. But how did it pass Ford and GM to become the world’ s largest auto manufacturer? And how does it continue to thrive while so many competitors are struggling and failing?

Journalist David Magee dug deeply into Toyota’ s past and present, interviewing senior executives who rarely talk to the press, along with many other sources. The powerful lessons that he distills, especially about corporate culture, are valuable for managers in all industries.

作者介绍:

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