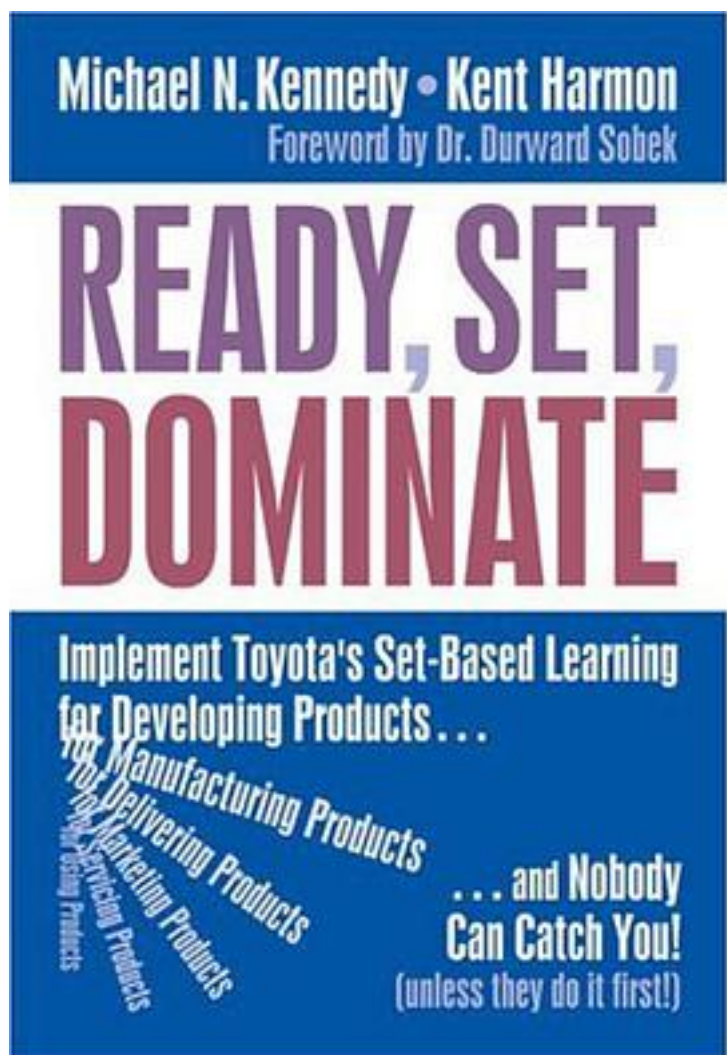# Ready, Set, Dominate

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In 2003 Product Development for the Lean Enterprise by Michael Kennedy was published and promptly turned product development in major corporations on its head. Now, five years later, comes a continuation of that book, including case histories that identify the pitfalls and lessons learned in implementing the Toyota product development system. The authors also show how Toyota's set-based learning system can be adapted and adopted by all areas of a business in order to produce major advantages over the competition. Whether a group of engineers is developing new cars, software applications, aerospace equipment, kitchen appliances, controls, sensors, or any of hundreds of different items, the process they follow is pretty much the same, except in one company -- Toyota, perhaps the most innovative and highly respected car company on the planet. Companies that are early adopters of the Toyota system are certain to realize tremendous advantages over their competitors. This is a change that is coming to businesses everywhere and this book shows the way. It is a must-read for anyone in management.

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