



# The Toyota Leaders: An Executive Guide

*Masaaki Sato*

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Masaaki Sato

## **The Toyota Leaders: An Executive Guide** Masaaki Sato

Six decades ago, Toyota was an embarrassment. Today, they are the auto- industry leader. *The Toyota Leaders: An Executive Guide* tells how they did it, and in such a way that allows readers to apply the lessons. Discover how Toyota is more than just a series of good business moves, but a culture first put into place by its founders and built on through the years. Not a corporate history, Sato uses Toyota's past to contextualize his discussion as he focuses on the company's unique business strategies.

- Find out why an innovative vehicle like the hybrid Prius came from Toyota and not the more technologically - advanced Honda.
- Learn how General Motors supplied invaluable business know-how to then-provincial Toyota in the early eighties.
- Discover why Toyota thinks giving back to Japan and the world is a smart idea.
- Learn how a national healthcare system is a good thing for business.

This is the Toyota book for entrepreneurs and executives in all industries, not just manufacturing.

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