



## Toyota Under Fire: Lessons for Turning Crisis Into Opportunity

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By Jeffrey K. Liker

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 237 pages. Dimensions: 8.4in. x 5.5in. x 1.2in. The definitive account of the 2009-2010 Toyota recall: A case study for overcoming any management crisis Toyota Under Fire, 2011 Shingo Prize Winner, takes you beyond the headlines and into the offices and factories of Toyota to reveal the truth behind the companys highly publicized and controversial recall of over 10 million vehicles. Jeffrey Liker, the worlds leading expert on Toyota processes and culture, was granted unprecedented access to the companys systems and people. The end result is the most comprehensive account available of what really precipitated the crisis, and how Toyota management met the ensuing challenges to come out stronger-lessons that can be applied to any management crisis in any industry. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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