



Toyota Under Fire: Lessons for Turning Crisis Into Opportunity

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 company's highly publicized and controversial recall of over 10 million vehicles. Jeffrey Liker, the world's leading expert on Toyota processes and culture, was granted unprecedented access to the company's 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.



[DOWNLOAD PDF](#)



[READ ONLINE](#)

[3.02 MB]

Reviews

The most effective pdf i possibly read. It is amongst the most amazing publication i actually have go through. You are going to like the way the author publish this pdf.

-- **Chelsea Durgan PhD**

I actually started off looking over this pdf. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Mr. Bertrand Anderson DDS**