

Introducing a Book:

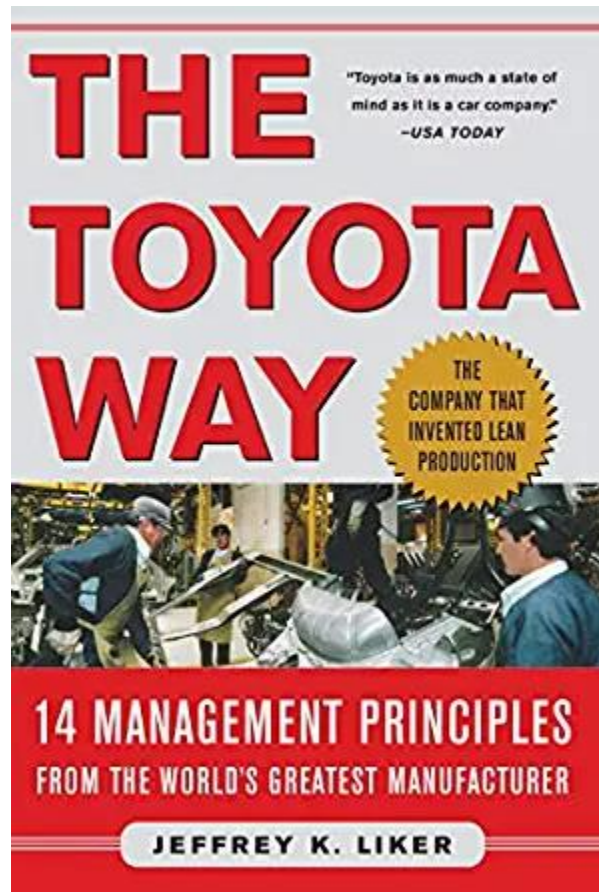
The Toyota Way -

14 Management Principles from the World's Greatest Manufacturer

Author: Jeffrey L. Liker

Kindle Edition

McGraw-Hill



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The Toyota Way - 14 Management Principles from the World's Greatest Manufacturer

by **Jeffrey L. Liker** introduces us to principles and procedures used by Toyota Motor Corporation. Started in Japan in 1937, Toyota Motor Corporation has become a multinational automotive manufacturer. In its early years, like other Japanese companies, Toyota also faced some prejudice and consumer resistance because of its Japanese origin (aftermath of the Second World War), but the superior quality of the cars it manufactured and the competitive price it fixed for the cars made the company a great success. Expanding economic prosperity in the United States and Europe helped it to expand its manufacture of cars. Toyota cars soon became valuable assets of individuals and families.

The book *The Toyota Way - 14 Management Principles from the World's Greatest Manufacturer* begins with an interesting Foreword by Gary Convis, who was Chairman of the Board of Toyota Motor Manufacturing Kentucky Inc., USA. He identifies two pillars that support The Toyota Way: "Continuous Improvement" and "Respect for People".

The book is divided into Three Parts. Each part has several chapters - a total of 22 Chapters. In Chapter 22, the author Professor **Jeffrey L. Liker** presents suggestions to readers to learn ideas and methods from Toyota and use them in their business. Principle 1 suggests, "Base your management decisions on a long term philosophy, even at the expense of short-term financial goals." Every principle identified by the author as part of the Toyota Way is very insightful and focuses on practical steps. Every student of business administration courses must read this book and apply the principles as part of their work and leadership. You need to understand the philosophy of the company and adhere to it as part of your executive actions. In addition, the principles suggested are applicable to manufacturing side, and these principles are based on a manufacturing corporations. So, executive engineers, designers, producers of parts, etc. will benefit greatly by reading this book.

Knowledge widens our understanding and help us practice such understanding in our work. This book is highly commended for Indian manufacturers, students of engineering/manufacturing and workers in manufacturing companies. Even small businesses will benefit from using the suggestions offered in this book.

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