



jirushi, Type 63 AT mine, tsuchi, Tonb...

Cars-Martin Buckley 2002

Lexus-Chester Dawson 2004-09-06 A fascinating insight into how Toyota conceived, developed and launched its own luxury car brand - Lexus. This remarkable success story will explain how the Japanese giant went from zero to 25% share of the luxury car market in the space of only ten years.

Access- 1994

Autocar- 2004

Business Week- 2004

Japanese Design and Development-Nobuoki Ohtani 1997 This timely book explores the influences and pressures which characterize Japanese companies and examines the way in which some of the best known are refocusing their development processes to improve input into, and management of, the early stages so that the products succeed across the whole range of available markets. Detailed case studies of Toyota, Rover/Honda, Canon, NEC, Sharp and Okamoto are used to illustrate the benefits of leading Japanese companies' approach to design and development at both strategic and operational levels. The authors also take a penetrating look at Japanese management culture and its effect on product development. They conclude that Western companies still have much to gain from adopting certain traditional Japanese techniques.

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