



Extreme Toyota: Radical Contradictions That Drive Success at the World's Best Manufacturer

Emi Osono, Norihiko Shimizu, Hirotaka Takeuchi

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Extreme Toyota offers the first real, comprehensive inside look at what makes one of the world's best companies run. With unprecedented access to the inner working of Toyota, the authors spent six years researching the company, interviewing hundreds of executives and employees, and discovering the company's secret of success. What they uncovered will surprise you and change the way you think about business. Simultaneously rigidly traditional and seriously innovative, it is precisely those internal contradictions that make the company so successful and admired.

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