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Título: Toyota Culture, The Heart & Soul Of The Toyota Way

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Sinopsis

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TOYOTA CULTURE examines the "human systems" that Toyota has put in place to instill its founding principles of trust, mutual prosperity, and excellence in its plants, dealerships, and offices around the world. Beginning with a look at the evolution of the Toyota culture and why its people are the heart and soul of the Toyota Way, the authors explain the company's four-stage process for building and keeping quality people: Attract, Develop, Engage, and Inspire.

Drawing upon numerous examples from Liker's decades of research as well as Hoseus' insider access as a Toyota manager, TOYOTA CULTURE provides the tools needed to:

Find competent, able, and willing employees

Start training and socializing people as they are hired

Establish and communicate key business performance indicators at every level of organizations

Train people to solve problems and continuously improve processes in their daily work

Develop leaders who live and teach their company's philosophy

Reward top performance-and offer help to those who are struggling

Fascinating vignettes of Toyota's innovative culture highlight the nuances of translating and recreating a people-centric culture in factories and offices across the globe. These exclusive, behind-the-scenes details are just what companies need to successfully learn from TOYOTA CULTURE.