Fewer man-hours. Less inventory. The highest quality cars with the fewest defects of any competing
manufacturer. In factories around the globe, Toyota consistently raises the bar for manufacturing, product
development, and process excellence. The result is an amazing business success story: steadily taking
market share from price-cutting competitors, earning far more profit than any other automaker, and
winning the praise of business leaders worldwide.

The Toyota Way reveals the management principles behind Toyota's worldwide reputation for quality and
reliability. Dr. Jeffrey Liker, a renowned authority on Toyota's Lean methods, explains how you can
adopt these principles--known as the "Toyota Production System" or "Lean Production"--to improve the
speed of your business processes, improve product and service quality, and cut costs, no matter what your
industry.

Drawing on his extensive research on Toyota, Dr. Liker shares his insights into the foundational
principles at work in the Toyota culture. He explains how the Toyota Production System evolved as a new
paradigm of manufacturing excellence, transforming businesses across industries. The fourteen
management principles of the Toyota Way create the ideal environment for implementing Lean
techniques and tools. Dr. Liker explains each key principle with detailed, examples from Toyota and other
Lean companies on how to:

- Foster an atmosphere of continuous improvement and learning
- Create continuous process "flow" to unearth problems
- Satisfy customers (and eliminate waste at the same time)
- Grow your leaders rather than purchase them
- Get quality right the first time
- Grow together with your suppliers and partners for mutual benefit

What can your business learn from Toyota?

- How to double or triple the speed of any business process
- How to build quality into workplace systems
- How to eliminate the huge costs of hidden waste
- How to turn every employee into a quality control inspector
- How to dramatically improve your products and services!

The Toyota Way, explain's Toyota's unique approach to Lean--the 14 management principles and
philosophy that drive Toyota's quality and efficiency-obsessed culture. You'll gain valuable insights that
can be applied to any organization and any business process, whether in services or manufacturing.
Professor Jeffrey Liker has been studying Toyota for twenty years, and was given unprecedented access
to Toyota executives, employees and factories, both in Japan and the United States, for this landmark
work. The book is full of examples of the 14 fundamental principles at work in the Toyota culture, and
how these principles create a culture of continuous learning and improvement. You'll discover how the
right combination of long-term philosophy, process, people, and problem solving can transform your
organization into a Lean, learning enterprise--the Toyota Way.