

14 Management Principles from the World's Greatest Manufacturer

Decompression

The Relentless Pursuit

The History and Political Transition of Zimbabwe

A behind-the-scenes look at Lexus's surprising twenty-year success story—in a revised new edition In the 1980s, German brands BMW and Mercedes-Benz dominated the luxury car market and had little reason to fear competition from Japan. But in 1989, Toyota entered the market with the Lexus LS 400, a car that could compete with the Germans in every category but price—it was US\$30,000 cheaper. Within two years, Lexus had overtaken Mercedes-Benz in the United States and made a stunning success of Toyota's brave foray into the global luxury market. Lexus: The Relentless Pursuit reveals why Toyota decided to take on the German automakers and how the new brand won praise and success for its unparalleled quality, unforgettable advertising, and unprecedented customer service. From the first boardroom planning session to Lexus's entry into the mega-luxury supercar market, this is the complete and compelling story of one of the world's most admired brands. Includes a new Foreword by legendary designer Erwin Lui, an Afterword with updates since the first edition, and a new Coda by leading Japanese automotive journalist Hisao Inoue Covers the racetrack triumph—and tragedy—behind the new US\$375,000 Lexus LFA supercar Offers important business lessons for brand managers and executives For car enthusiasts, business leaders, and anyone interested in branding and marketing, Lexus: The Relentless Pursuit offers an amazing story of excellence and innovation in the automotive industry.

Concept Cars is an illustrated guide to 70 of the most creative products of car design. From the science fiction inspired concept cars of the 1950s to the remarkably innovative designs of the present day, here are the cars that push the boundaries of automotive design to the limit. Featured are designs that opened the doors to future innovations, as well as the cars that actually made it to production, such as the new VW Beetle and the Porsche Boxster. Key car designers such as Norman Bel Geddes, the "father of streamlining," and Peter Schreyer, the man responsible for the Audi TT, are covered as well. 190 color photographs and illustrations are included in this discovery of the fantastic, the extraordinary, and just plain outlandish creations of the automotive industry.

Toyota's legendary FJ40, the rugged off-road two-door Landcruiser introduced in 1960, sold more than one million models in its lifetime--and is still in service in the roughest parts of the world, nearly a quarter of a century after the last one rolled off the assembly line. As Toyota prepares to roll out its new version of this classic, this book offers a close-up, behind-the-scenes look at the development and production of the new FJ Cruiser, a retro 4x4 that combines its famous predecessor's unparalleled style with solid off-road capabilities and all the convenience and comfort that today's technology offers. With interviews from the designers, engineers, and executives involved in making the FJ Cruiser, as well as more than 150 photos of the new vehicle and details on the 4x4's specifications, this book puts readers into the driver's seat of Toyota's next classic Cruiser.

The Toyota Way

Data Warehousing, Data Mining, and OLAP

The New Domestic Automakers in the United States and Canada

Book Parts

Eidolon

This book provides a unique historical and qualitative review of ten foreign automakers with plants in developed North America from their early beginnings to their export entry into North America. It seeks to expand the knowledge of American and Canadian policymakers pursuing a new foreign motor vehicle assembly plant or Foreign Direct Investment.

The Complete Idiot's Guide to Auto Repair

The Definitive Guide to New Concept and Production Cars Worldwide

History, Impacts, and Prospects

Southern African Concepts and Cases