



## The Toyota Way in Sales and Marketing

By Yoshio Ishizaka

Enna Products Corp, 2009. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. The Secretes of Toyotas application of the Toyota Production System in Sales and Marketing is revealed.This book highlights the adaptation of Lean manufacturing principles to a sales organization. It discusses how to use the principles of Lean and Kaizen within the structure and framework of customer service, dealer networks, sales experience concept, and feedback to the manufacturing arm of Toyota.Mr. Ishizaka helped bring Lexus to the United States and led its sales success in America.Many companies are trying to implement Lean in non-traditional environments like service centers, sales organizations, or transactional environments. Mr. Ishizaka provides insight of how to apply Lean operational principles in these dynamic and complicated environments.It is a GROUND BREAKING book that reveals Toyotas Way in Sales and Marketing! "Toyotas strength doesnt come from its production system alone. With this book, I hope people realize that there is also a Toyota Way that strengthens sales!" Fujio Cho, Chairman, Toyota Motor Corporation "Putting customers first is more than a slogan at Toyota. They work hard to ingrain in every engineer, every person in a service parts warehouse, every sales associate...

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