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Toyota Culture: The Heart and Soul of the Toyota Way ...

Quality is at the heart of Toyota's organizational culture. The success of the company is typically attributed to its ability to provide high quality automobiles. To effectively integrate quality in its organizational culture, the firm uses Principle #5 of The Toyota Way, which says, "build a culture of stopping to fix problems, to get quality right the first time."

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Book Review: Toyota Culture—The Heart and Soul of the Toyota Way, (by Jeffrey Liker and Michael Hoseus) Tata MacGraw-Hill New Delhi, 2008 was published in Vision--The Journal of Business Perspective, Vol. 12, No. 3, pp. 80-82.

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The DNA of Toyota lies in its culture -- The human systems model -- Toyota way + local environment + purpose = success -- Attract competent and trainable people -- Developing competent and able people -- Engaging competent and willing people in continuous improvement -- Inspiring people to be committed to the company, family, and community -- Work groups and team problem solving -- Clean and ...

Toyota culture : the heart and soul of the Toyota way ...

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