



Product Development for the Lean Enterprise: Why Toyota's System Is Four Times More Productive and How you can Implement It

Michael N Kennedy

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The Toyota Production System is the envy of Western manufacturing, but as important to the continuing success of Toyota is a product development system that's four times more productive than those employed by most companies. This book explains that system and how it can be implemented. No company that depends on an ongoing flow of new and improved products can afford to ignore the revelations it contains or the potential advantages that can accrue from following the process it outlines.

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