The Toyota Product Development System: Integrating People, Process and Technology

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The ability to bring new and innovative products to market rapidly is the prime critical competence for any successful consumer-driven company. All industries, especially automotive, are slashing product development lead times in the current hyper-competitive marketplace. This book is the first to thoroughly examine and analyze the truly effective product development methodology that has made Toyota the most forward-thinking company in the automotive industry.

Winner of the 2007 Shingo Prize For Excellence In Manufacturing Research!

In **The Toyota Product Development System: Integrating People, Process, and Technology,** James Morgan and Jeffrey Liker compare and contrast the world-class product development process of Toyota with that of a U.S. competitor. They use extensive examples from Toyota and the U.S. competitor to demonstrate value stream mapping as an extraordinarily powerful tool for continuous improvement.

Through examples and case studies, this book illustrates specific techniques and proven practices for dealing with challenges associated with product development, such as synchronizing multiple disciplines, multiple function workload leveling, compound process variation, effective technology integration, and knowledge management.

Readers of this book can focus on optimizing the entire product development value stream rather than focus on a specific tool or technology for local improvements.

The Toyota Product Development System: Integrating People, Process and Technology Details

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Troy Swinehart says

I am about 1/3 of the way through this book and I am amazed. Concepts that I have been touting for years (very different and much smaller words though). I am now looking for ways to engage the principals in a more effective an systematic way. Methods I have employed in the past (brute force and use of positional power) along with a kick-butt staff have been marginally effective. How to make it part of the institution?

E says

How to Create Products Your Customers Value

The rise and global success of Toyota inspired vast numbers of studies, articles and books on the company's production system and culture. The authors show how the Japanese auto maker's system for developing products has contributed to its success. James Morgan and Jeffrey Liker explain Toyota's insistence on starting projects correctly, applying the best resources to them in a timely fashion and terminating wasteful processes that provide no customer benefit. The authors also portray Toyota's approach to technology, project management tools, communication and corporate culture and compare Toyota to American auto makers. While this book is most useful to those involved in manufacturing product development, especially engineers and their managers, getAbstract recommends it to anyone who is fascinated by the world's largest automaker and wants to learn about its integrated approach to creating cars.