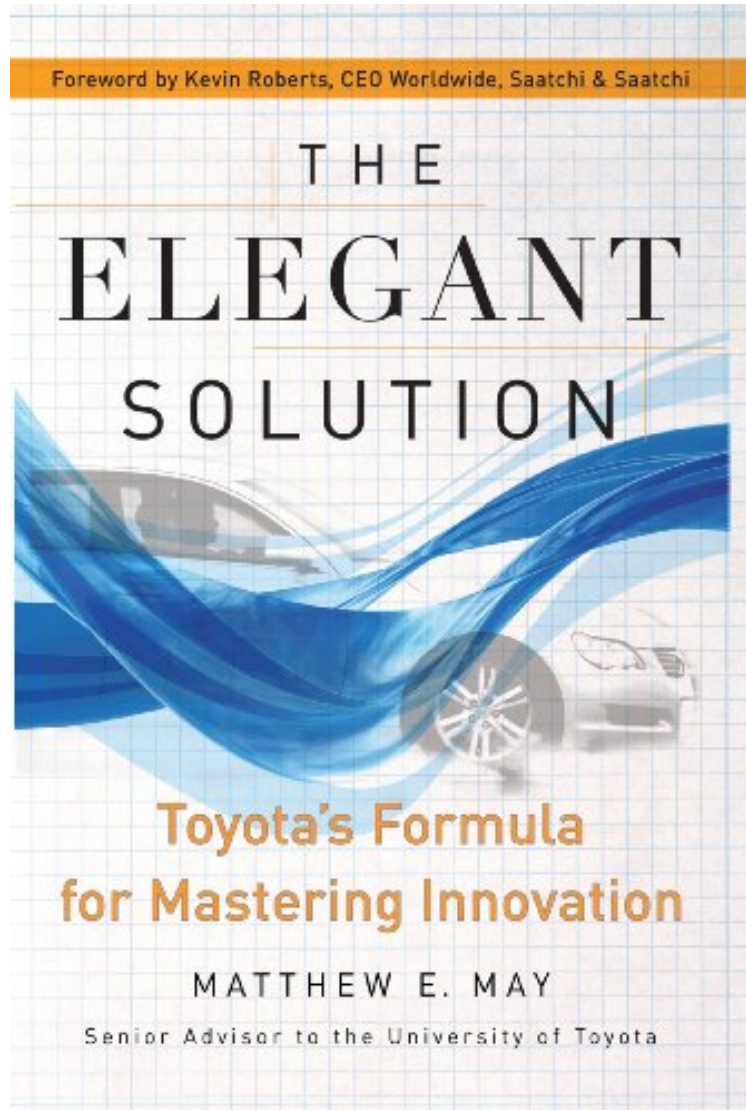


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The Elegant Solution: Toyota's Formula for Mastering Innovation

Matthew E. May

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Matthew E. May : The Elegant Solution: Toyota's Formula for Mastering Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Elegant Solution: Toyota's Formula for Mastering Innovation:

7 of 8 people found the following review helpful. Nice stories, little new content By Bas Vodde I expected a lot from the elegant solution. It has been recommended by a lot of persons as a must read. Honestly, I was disappointed. It's still an good book, but didn't find it as "classic" as people had suggested to me. "The elegant solution" is about tools for creating innovation on your job. These tools are based on Toyota's tools and practices. The book is divided in three parts. The first part sets three general principles. The second part, by far the largest, provides the tools for innovation,

the practices. The last part talks about implementing these practices. The three principles are "the art of ingenuity", "pursuit of perfection" and "rhythm of fit". They were interesting principles, but not really new or shocking. Sometimes I found them even a little too vague. The practices range from "thinking in pictures" to "master the tension". Each chapter shortly states the practice and explains the key ideas. After that it uses stories to clarify the practice. Lots of stories are from inside Toyota. Some stories related to Lance Armstrong, a little too many in my opinion and they were somewhat boring. Anyways, in general, the stories were what made the book interesting. The third part didn't provide very much content. In summary, I enjoyed the book, for the stories. I didn't find the practices new and the book didn't provide me with any new insight that other lean books did not provide. The book was written a little bit too much in a "popular style" which annoyed me. Worth reading for the stories. When wanting to know more on lean or Toyota I'd recommend other books like "Toyota way" or "Lean product and process development". 1 of 1 people found the following review helpful. Elegantly Presented By Arasan I work in a technology industry and was intrigued when I came across this book. I was amazed on how Matthew E May makes a case for the elegant solution. I found the book easy to understand and the tools presented in this book are quite frankly common sense if we think about it deeply. Unfortunately the fundamental problem is we don't think as deeply as we should to address complex problems. This book shows the way on "how to" but it all comes down to "if" we want to do it. Rest assured the journey is not easy, but nobody said that success comes easy! 0 of 0 people found the following review helpful. Lean Manufacturing Classic By C. Libolt When I asked people who employ lean manufacturing techniques, "what one book should I buy to help in my study", this book was mentioned the most. Now that I have read it, I encourage anyone who is interested in preventing waste and becoming more efficient to purchase this book. This book is a classic and it will be on my shelf as a resource and will be re-read often. Start getting ahead of your competition by purchasing this book.

"Toyota is becoming a double threat: the world's finest manufacturer and a truly great innovator . . . that formula, a combination of production prowess and technical innovation, is an unbeatable recipe for success." -- Fortune, February 2006 For the first time, an insider reveals the formula behind Toyota's unceasing quest to innovate and do more with less, a philosophy that has made it one of the ten most profitable companies in the world (and worth more than GM, Ford, DaimlerChrysler, and Honda combined). In a rare look into Toyota's ability to consistently achieve breakthroughs that outperform the competition, *The Elegant Solution* explains what Toyota associates have known all along: it's not about the cars. Rather, Toyota's astounding success is just the visible result of a hidden creative process that begins with a seven-digit number. One million. That's how many new ideas the Toyota organization implements every year. These ideas come from every level of the organization -- from the factory floors to the corporate suites. And organizations all over the world want to learn how it's done. Now senior University of Toyota advisor Matthew May shows how any company can achieve an environment of everyday innovation and discover the kinds of elegant solutions that hold the power to change the game forever. World-class benchmarks like Lexus, Prius, Scion -- even Toyota's vaunted production system -- are simply shining examples of elegant solutions. A tactical playbook for team-based innovation, *The Elegant Solution* delivers powerful lessons in breakthrough thinking in a provocative yet practical guide to the three core principles and ten key practices that shape successful business innovation. Innovation isn't just about technology -- it's about value, opportunity, and impact. When a company embeds a real discipline around tapping ingenuity in the pursuit of perfection, the sky is the limit. Dozens of case studies (from Toyota and other companies) illustrate the universal power and applicability of these concepts. A unique "clamshell strategy" prepares managers to successfully lead and sustain the innovation effort. At once a thought-starter and a taskmaster, *The Elegant Solution* is a vital prescription for anyone wanting to truly master business innovation.

From Booklist Toyota is now one of the top three car companies in the U.S. according to the New York Times--a fact that would have been unthinkable just a decade ago. May, a senior advisor with the University of Toyota, reveals how Toyota's philosophy of team-based innovation and creative business practices has made this -postindustrial manufacturing company a winner. A formula of three principles and 10 practices drives Toyota's creativity, with a reported one million ideas from its employees being implemented each year. May was challenged to translate the Toyota Production System into a company-wide process to cultivate creative ideas at every level of the company and convert those ideas to solid value for customers buying a Toyota automobile. May outlines his journey with dozens of compelling real-life examples of creative thinking while weaving in the history and Japanese culture that has made Toyota the well-respected and profitable company it is today. Gail Whitcomb Copyright copy; American Library Association. All rights reserved "Whether you are a home builder, an automaker, or you're just trying to find a way to disrupt your competition, this under-the-hood look at Toyota's innovative engine exposes the blind spots we all share in making innovation too complex. Matt May delivers an elegant solution for creating the highest perceived value for associates and customers!" -- Ken Krivanec, Senior Vice President, Quadrant Homes (a Division of Weyerhaeuser Company) About the Author Matthew May, a graduate of Johns Hopkins University and the Wharton School, is senior advisor to the University of Toyota and director of Aevitas Learning, a consulting firm that works with corporations to

guide innovation and turn ideas into action.