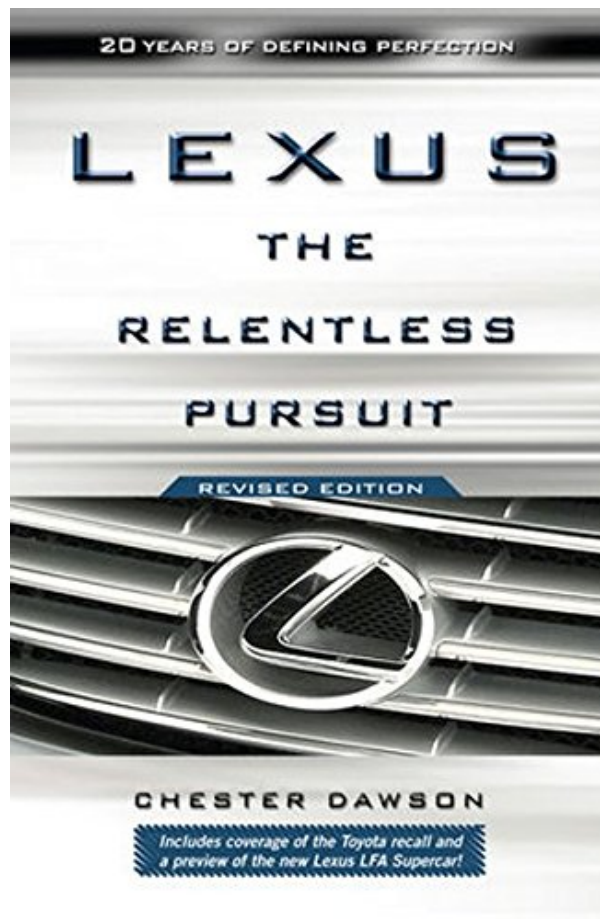


LEXUS: THE RELENTLESS PURSUIT BY CHESTER DAWSON



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20 YEARS OF DEFINING PERFECTION

LEXUS

THE

RELENTLESS

PURSUIT

REVISED EDITION



CHESTER DAWSON

*Includes coverage of the Toyota recall and
a preview of the new Lexus LFA Supercar!*

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From the Inside Flap

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- Get the inside story on the growing pains of Toyota Motor's luxury division, its vehicle development plans and the lawsuits that almost derailed the brand
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- Understand the boardroom intrigue as Toyota—and the Lexus brand—survived constant leadership change in Japan and U.S.
- Take a virtual tour of Toyota Motor's crown jewel factories
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LEXUS: THE RELENTLESS PURSUIT BY CHESTER DAWSON PDF

A behind-the-scenes look at Lexus's surprising twenty-year success story—in a revised new edition

In the 1980s, German brands BMW and Mercedes-Benz dominated the luxury car market and had little reason to fear competition from Japan. But in 1989, Toyota entered the market with the Lexus LS 400, a car that could compete with the Germans in every category but price—it was US\$30,000 cheaper. Within two years, Lexus had overtaken Mercedes-Benz in the United States and made a stunning success of Toyota's brave foray into the global luxury market.

Lexus: The Relentless Pursuit reveals why Toyota decided to take on the German automakers and how the new brand won praise and success for its unparalleled quality, unforgettable advertising, and unprecedented customer service. From the first boardroom planning session to Lexus's entry into the mega-luxury supercar market, this is the complete and compelling story of one of the world's most admired brands.

- Includes a new Foreword by legendary designer Erwin Lui, an Afterword with updates since the first edition, and a new Coda by leading Japanese automotive journalist Hisao Inoue
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- Offers important business lessons for brand managers and executives

For car enthusiasts, business leaders, and anyone interested in branding and marketing, Lexus: The Relentless Pursuit offers an amazing story of excellence and innovation in the automotive industry.

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Most helpful customer reviews

20 of 21 people found the following review helpful.

Insightful !

By Rolf Dobelli

This is a great manufacturing love story in which Toyota, an automaker clearly in love with its product, decides to go after the U.S. luxury car buyer, a suitor who has repeatedly ignored its advances. To get America's attention, Toyota must first re-invent itself. It must make itself more handsome (through better styling), improve its physique (be faster, stronger and need less maintenance) and prove its financial management skill (by selling great cars for less). Because time is fleeting and the buyer has many other suitors (Mercedes Benz, Jaguar, Nissan, Volvo), Toyota must work fast before its intended lover makes an irrevocable decision and buys someone else's car. Like some other love stories, this is repetitive and suffers from some plain old sloppy editing. But it makes you want to test-drive a Lexus to see what causes such a sensation. We recommend this book to CEOs and sales and marketing executives who dream of producing revolutionary, successful products for the global marketplace. And who would mind getting a little consumer love?

3 of 3 people found the following review helpful.

Great Book

By GSX1390R

This book is a must read for anyone interested Lexus or how to run a quality business.

2 of 2 people found the following review helpful.

The live the motto

By Fergus

An interesting, if long, read about a fascinating company.

The pace varies between boring detail and that which is intriguing. Worth a read for anyone looking to improve an industry or an interest in cars.

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