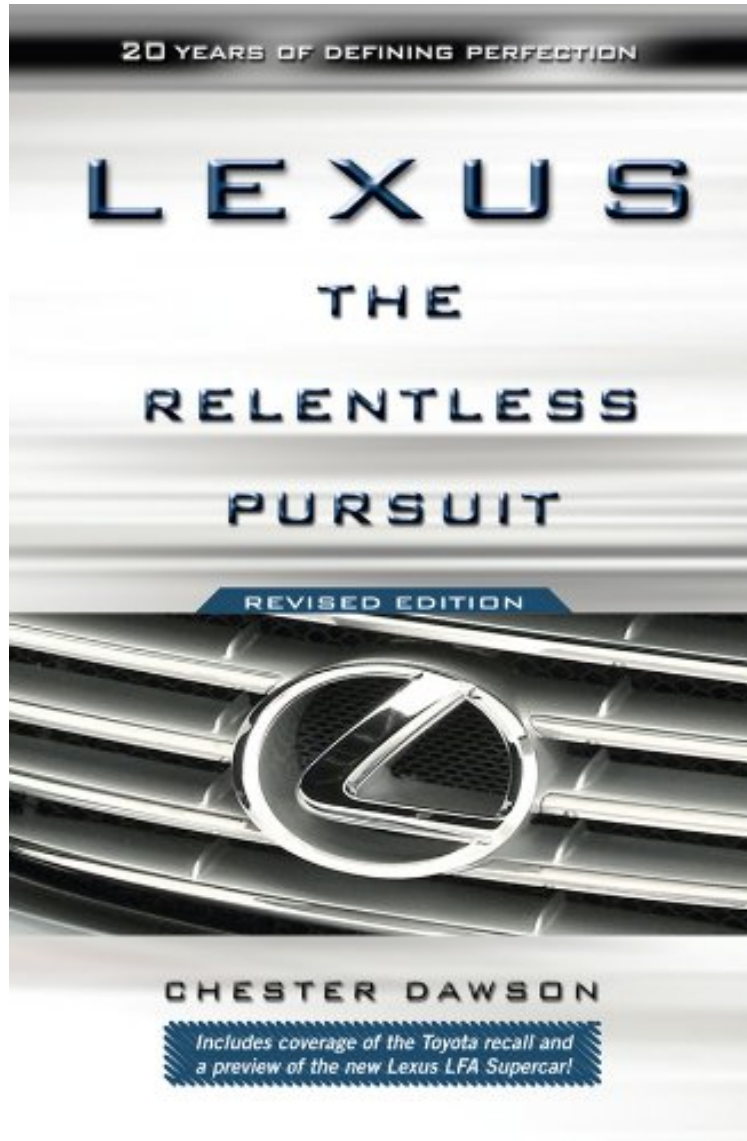


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Lexus: The Relentless Pursuit

Chester Dawson

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Chester Dawson : Lexus: The Relentless Pursuit before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lexus: The Relentless Pursuit:

2 of 2 people found the following review helpful. Good, not great. By GP The Engineer While an amazing task to create a new car make from the ground up, it was a stark contrast to see how close it came to not happening at all. A chief Engineer who sounds like a slavedriver, USA based staff being shot down at every turn. Only downside to the book is that I found it put a gloss of perfection on the make, though even the author had to note the struggles once MB and BMW caught back up in terms of price and technology. Lexus makes one heck of a fine product, but they didn't go an

invent a flying car or anything. 1 of 1 people found the following review helpful. If you own or sell Lexus you need this book. By Bob_Rides A compelling story of how the greatest car ever built was made. Not a Toyota PR piece, Inside and around California and Japan you get the real human story of how this great brand was created. A great book if you love cars. 2 of 2 people found the following review helpful. Outstanding history of Lexus. By Paul Business writer Chester Dawson's 2012 update of his 2004 classic on the history and development of the Lexus brand, the most successful new car company started since World War II.

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 Ludi, an Afterword with updates since the first edition, and a new Coda by leading Japanese automotive journalist Hisao Inoue Covers the racetrack triumph—and tragedy—behind the new US\$375,000 Lexus LFA supercar 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.

From the Inside Flap Imagine a car that ran that ran quicker, quieter and offered higher quality than the best selling top-of-the-line German luxury model—and all for a sticker price of \$30,000 less. That car, the Lexus LS 400, sent shockwaves throughout the world's automotive industry when it debuted in 1989. It was Toyota Motor Corp.'s first foray into the global luxury market. And no expense was spared in its development. It took 1,400 engineers and 2,300 technicians, 450 prototypes and six years to complete the vehicle at a cost of some \$1 billion. But that investment has paid off many, many times over. Within two years of its introduction, Lexus overtook Mercedes-Benz for crown of best selling luxury import brand in the U.S. and had cinched top place in J.D. Power Associates influential ratings for quality and service. Since then, Lexus has won more J.D. Power Associates awards than any other automotive marquee. Yet the road to success was anything but smooth for Lexus. How did Toyota Motor come to dominate one of the most competitive, high profile and lucrative markets in the world? This book answers that question and looks at the issues Lexus now faces to stay on top. It is an important tool for anyone with an appreciation for fine autos—or just plain business smarts. Using a wealth of internal materials and interviews with key sources developed in his years as Tokyo correspondent for BusinessWeek magazine, Chester Dawson documents the growth of Lexus—from its genesis at top secret Toyota Motor board meeting in the fall of 1983 to the strategy behind an all new line-up due out over the next three years to 2007. From the Back Cover Toyota is the best car company in the world. From a truck-maker in World War II to a carmaker in the 1950s to a Lexus maker in the 1980s, it excels everywhere. Chester Dawson is a Japanese-speaking investigative reporter who has got the inside story of Lexus and made it come alive.—Ezra F. Vogel, Professor, Harvard University Chester Dawson brings to life the story of Lexus. This is a tale of invention, innovation, consumer insight, dedication and resolve. Dawson tells the story with drama, vision and insider detail. He unlocks the keys to how Toyota took a vague idea and turned it into a flagship brand and a new automotive icon.—Michael Silverstein, Senior Vice President, The Boston Consulting Group While Detroit is still trying to figure out how Toyota made Lexus the best-selling luxury brand in the United States, Chester Dawson has dissected the Lexus story in an enlightening way. Lexus: The Relentless Pursuit brings to life the personalities who brought about an automotive phenomenon. This is a must-read not only for car buffs, but for any manager or executive who wants to understand any manager or executive who wants to understand how to create, sustain and expand an elite brand.—Micheline Maynard, author of the End of Detroit: How the Big Three Lost their Grip on the American Car Market Lexus: The Relentless Pursuit takes you behind the scenes of one of the most ambitious and lucrative business strategies executed in the past 20 years. Learn why Toyota Motor decided to take on the German luxury brands—and how the company attacked the problem, starting with a top-secret board meeting in 1983