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KEY=OKUMA - SIENA BLAKE

Lexus

The Relentless Pursuit

John Wiley & Sons 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 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.

Textiles in Automotive Engineering

Elsevier This book presents a comprehensive treatment of both functional and decorative textiles used in the automotive industry including seat covers, headliners, airbags, seat belts and tyres. Written in a clear, concise style it explains material properties and the way in which they influence manufacturing processes as well as providing practical production details. The subject treatment cuts across the disciplines of textile chemistry, fabric and plastics technology and production engineering. Environmental effects and recycling are also covered. It is aimed at the design and process engineer in industry as well as researchers in universities and colleges. Quality engineers will also benefit from the book's sections on identifying problems and material limitations.

Driving from Japan

Japanese Cars in America

McFarland This study chronicles the success of the Japanese car in America. Starting with Japan's first gasoline-powered car, the Takuri, it examines early Japanese inventors and automotive conditions in Japan; the arrival of Japanese cars in California in the late 1950s; consumer and media reactions to Japanese manufacturers; what obstacles they faced; initial sales; and how the cars gained popularity through shrewd marketing. Toyota, Honda, Datsun (Nissan), Mazda, Subaru, Isuzu, and Mitsubishi are profiled individually from their origins through the present. An examination follows of the forced cooperation between American and Japanese manufacturers, the present state of the industry in America, and the possible future of this union, most importantly in the race for a more environmentally-

sound vehicle.

Heart of the Lion

The 50 Year History of Australia's Holden

New in paperback the lavish history of an Australian icon, the Holden family car, and the company which makes it.

Corporate Governance

Wiley-Blackwell In the wake of the dramatic series of corporate meltdowns: Enron; Tyco; Adelphia; WorldCom; the timely new edition of this successful text provides students and business professionals with a welcome update of the key issues facing managers, boards of directors, investors, and shareholders. In addition to its authoritative overview of the history, the myth and the reality of corporate governance, this new edition has been updated to include: analysis of the latest cases of corporate disaster; An overview of corporate governance guidelines and codes of practice in developing and emerging markets new cases: Adelphia; Arthur Andersen; Tyco Laboratories; Worldcom; Gerstner's pay packet at IBM Once again in the new edition of their textbook, Robert A. G. Monks and Nell Minow show clearly the role of corporate governance in making sure the right questions are asked and the necessary checks and balances in place to protect the long-term, sustainable value of the enterprise. A CD-ROM containing a comprehensive case study of the Enron collapse, complete with senate hearings and video footage, accompanies the text. Further lecturer resources and links are available at www.blackwellpublishing.com/monks

Essays of Robert Louis Stevenson

Library of Alexandria Robert Louis Stevenson was born at Edinburgh on the 13 November 1850. His father, Thomas, and his grandfather, Robert, were both distinguished light-house engineers; and the maternal grandfather, Balfour, was a Professor of Moral Philosophy, who lived to be ninety years old. There was, therefore, a combination of Lux et Veritas in the blood of young Louis Stevenson, which in Dr. Jekyll and Mr. Hyde took the form of a luminous portrayal of a great moral idea. In the language of Pope, Stevenson's life was a long disease. Even as a child, his weak lungs caused great anxiety to all the family except himself; but although Death loves a shining mark, it took over forty years of continuous practice for the grim archer to send the black arrow home. It is perhaps fortunate for English literature that his health was no better; for the boy craved an active life, and would doubtless have become an engineer. He made a brave attempt to pursue this calling, but it was soon evident that his constitution made it impossible. After desultory schooling, and an immense amount of general reading, he entered the University of Edinburgh, and then tried the study of law. Although the thought of this profession became more and more repugnant, and finally intolerable, he passed his final examinations satisfactorily. This was in 1875. He had already begun a series of excursions to the south of France and other places, in search of a climate more favorable to his incipient malady; and every return to Edinburgh proved more and more conclusively that he could not live in Scotch mists. He had made the acquaintance of a number of literary men, and he was consumed with a burning ambition to become a writer. Like Ibsen's Master-Builder, there was a troll in his blood, which drew him away to the continent on inland voyages with a canoe and lonely tramps with a donkey; these gave him material for books full of brilliant pictures, shrewd observations, and irrepressible humour. He contributed various articles to magazines, which were immediately recognised by critics like Leslie Stephen as bearing the unmistakable mark of literary genius; but they attracted almost no attention from the general reading public, and their author had only the consciousness of good work for his reward. In 1880 he was married.É

Toyota Celica & Supra

The book of Toyota's sports coupes

Veloce Publishing Ltd p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 11.0px Arial} The Celica, as well as a much-loved road car, was the first Japanese model to claim the World Rally Championship crown. This book tells the full story of the seven Celica generations (from 1970 to date), and that of its close cousin the Supra with detailed coverage of all the road cars from the world's leading markets, and the story surrounding the many race and rally models based on the two vehicle lines. Written with the full co-operation of the factory in Japan (and various official sales organizations from around the

globe), this truly is the definitive history of these sporting Toyotas. Written by an acclaimed motoring historian with full co-operation from the factory this is an extremely comprehensive reference containing well over 250 mainly color photographs. Contemporary advertising brochures and exhaustive appendices complete the package making this a vital addition to any enthusiast's library.