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Driving Honda: Inside the Worlds Most Innovative Car Company

By Jeffrey Rothfeder

Portfolio Trade. Paperback. Condition: New. 320 pages. For decades there have been two iconic Japanese auto companies. One has been endlessly studied and written about. The other has been generally underappreciated and misunderstood. Until now. Since its birth as a motorcycle company in 1949, Honda has steadily grown into the worlds fifth largest automaker and top engine manufacturer, as well as one of the most beloved, most profitable, and most consistently innovative multinational corporations. What drives the company that keeps creating and improving award-winning and bestselling models like the Civic, Accord, Odyssey, CR-V, and Pilot According to Jeffrey Rothfeder, what truly distinguishes Honda from its competitors, especially archrival Toyota, is a deep commitment to a set of unorthodox management tenets. The Honda Way, as insiders call it, is notable for decentralization over corporate control, simplicity over complexity, experimentation over Six Sigma driven efficiency, and unyielding cynicism toward the status quo and whatever is assumed to be the truth. Honda believes in freely borrowing from the past as a bridge to innovative discontinuity in the present. And those are just a few of the ideas that the companys colorful founder, Soichiro Honda, embedded in the DNA of his start-up sixty-five years ago....



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