



**Lean Enterprise Institute**  
**lean.org**

Media Contact  
Chet Marchwinski  
[cmarchwinski@lean.org](mailto:cmarchwinski@lean.org)  
Phone 617 871-2930

IMMEDIATE RELEASE

***The Birth of Lean, a New Lean Enterprise Institute Book, Is Perfect for Tough Times***

*The Birth of Lean is the perfect book for managing through tough times. Toyota was struggling when a small group of leaders began experimenting with methods that ultimately became the Toyota Production System. The Birth of Lean captures the insights and tenacity of those early leaders in their own words.*

Cambridge, MA, April 30, 2009 -- Toyota was struggling to survive when Taiichi Ohno and a handful of innovators began experimenting with methods that ultimately became the Toyota Production System (TPS). Now, as companies worldwide struggle, Ohno and other TPS creators bring you practical insights through the pages of *The Birth of Lean* into the fundamental concepts behind the lean management system they created.

**Recession Reading**

Published by the Lean Enterprise Institute, [\*The Birth of Lean\*](#) is a series of extremely frank interviews and talks, available for the first time outside Japan, with the managers who created the vaunted Toyota system in the 1950s and 1960s. These early innovators reveal that they had no grand plan, just a commitment to continual experimentation, and a laser-like focus on the workplace.

Available for the first time in English, *The Birth of Lean* lets you hear for yourself from the leaders who created the world's first lean management system:

- Taiichi Ohno -- the man who envisioned a way of working that would evolve into the Toyota Production System
- Eiji Toyoda -- the former Toyota president and chairman who oversaw the development of TPS and the inclusion of total quality control (TQC) at Toyota
- Kikuo Suzumura -- the Toyota manager recognized as the most influential in translating Ohno's ideas into actionable items
- Michikazu Tanaka -- the manager and executive at Toyota affiliate Daihatsu who adapted TPS to his organization
- Kaneyoshi Kusunoki -- the former head of Toyota's production engineering organization who refined the buffering system in use in Toyota's operations

- Masao Nemoto—the Toyota executive central to the deployment of TQC at Toyota.

By understanding that they developed a powerful management system with simple experiments, you'll be encouraged to begin your own experiments to transform your organization during the current economic crisis.

### **Media questions and review copies:**

Chet Marchwinski  
Communications Director  
Lean Enterprise Institute, Inc.  
[cmarchwinski@lean.org](mailto:cmarchwinski@lean.org)  
617-871-2930.

**Editors:** Koichi Shimokawa and Takahiro Fujimoto

**Translators:** Brian Miller with John Shook

**Publisher:** Lean Enterprise Institute, Inc.

**ISBN:** 978-1-934109-22-9

**Number of Pages:** 300

**List Price:** \$40.00; 20% discount on orders of 10 or more copies

### **What is Lean?**

The terms **lean production**, **lean manufacturing** -- or more correctly **lean management** -- refer to a complete business system for organizing and managing product development, operations, suppliers, customer relations, and the overall enterprise that requires less human effort, less space, less capital, less material, and less time to make products with fewer defects to precise customer desires, compared with traditional management.

Toyota pioneered lean management as a complete business system after World War II. During the late 1980s, a research team headed by James P. Womack, Ph.D., at MIT's International Motor Vehicle Program coined the term "lean" to describe Toyota's system.

### **Courses on Lean**

The Lean Enterprise Institute (LEI) runs monthly regional workshops in North America on basic and more advanced lean tools. These practical how-to courses address such issues as A3 reports, 5S, value-stream management, continuous flow, material handling, pull systems, and value-stream mapping for office, service, healthcare, or manufacturing environments.

Specialized workshops address how to apply lean principles in high-mix, low-volume environments, warehouses, and logistics. LEI also offers an expanded curriculum of seminars on leadership, culture change, and **lean management**. Details: <http://www.lean.org/Workshops/>

### **About the Lean Enterprise Institute**

The Lean Enterprise Institute, Inc. was founded in 1997 by management expert [James P. Womack](#), Ph.D., as a nonprofit research, education, publishing, and conferencing company with a mission to advance lean thinking around the world. We teach courses, hold management seminars, write and publish books and workbooks, and organize public and private conferences.

We use the surplus revenues from these activities to conduct research projects and to support other lean initiatives such as the Lean Education Academic Network ([www.teachinglean.org](http://www.teachinglean.org)) and the Lean Global Network ([www.leanglobal.org](http://www.leanglobal.org)). For more information visit LEI at <http://www.lean.org>. Lean Enterprise Institute and the leaper image are registered trademarks of Lean Enterprise Institute, Inc.