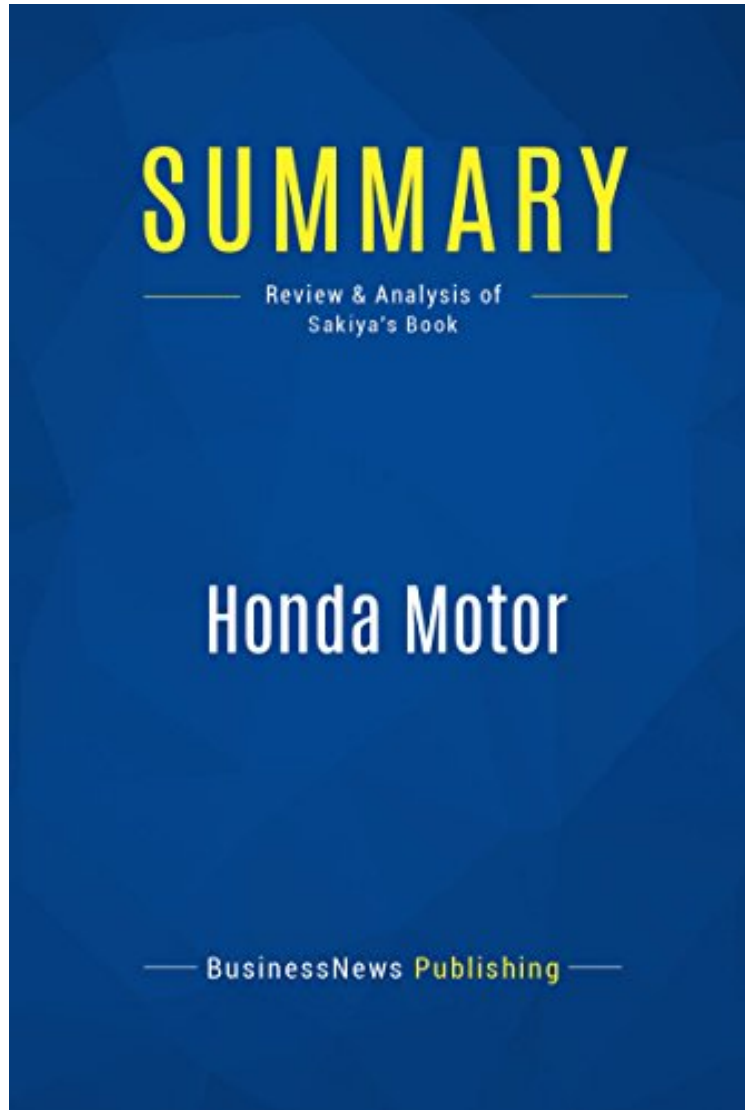


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The must-read summary of Tetsuo Sakiya's book: "Honda Motor: the Men, the Management, the Machines". This complete summary of the ideas from Tetsuo Sakiya's book "Honda Motor" explains the business strategies and corporate culture behind Honda, and suggests why they are so successful. In his book, the author charts the

development of Honda, from the beginning to the successful, multinational company that it is today. This summary is an inspiring story of overcoming prejudice, putting money into creative marketing and PR, and having an international vision. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "Honda Motor" and discover an inspiring story of entrepreneurship and core values that led to one of the world's biggest motor companies.