Read the MIT Sloan Management Review article “What Really Happened to Toyota?” .

Choose another company in the Automotive Industry (Hyundai, Nissan, Ford…etc.) that has recalled its products for quality related reasons and compare and contrast the reasons with those in this article. Follow that comparison by an analysis of the consequences in both situations.

Please cite your references and you can use a matrix/bullet format in your analysis.

Your report should not exceed 4 pages, double-spacing and font size 12.