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## ***Made in Japan 1988***

sony is one of the most powerful and respected multinational corporations in the world and akio morita is its outspoken chairman from his global perspective morita provides an informative and highly entertaining look at how japanese business really works

## **Made in Japan 1992**

made in japan comment un jeune ingénieur en physique et en électronique a fait passer sony d une petite usine artisanale à un groupe de dimension multinationale avec 50 000 employés et des filiales dans de nombreux pays d europe et d amérique made in japan c est aussi l histoire des inventions qui ont émerveillé le monde et révolutionné les loisirs depuis le premier poste récepteur radio transistorisé en 1955 jusqu au tout récent lecteur de disques compacts portable en passant par le premier téléviseur transistorisé le fabuleux walkman inventé par morita lui même en 1979 et la première caméra à magnétoscope incorporé 8 mm made in japan c est encore l histoire des batailles menées par morita pour imposer ses inventions dans le monde malgré une concurrence effrénée et des lois contraignantes made in japan c est la philosophie d un capitaine d industrie pour qui l homme est le capital suprême et l entreprise le creuset où doit se forger entre tous les membres du personnel une communauté de destins made in japan c est le premier livre écrit par un grand patron japonais le japon moderne fait homme

## **□□□□□□□□ 1987**

seminar paper from the year 2002 in the subject business economics business management corporate governance grade 1 0 a hamburg university of applied sciences course int management culture and social studies 7 entries in the bibliography language english abstract it s a sony when looking around in your household you will probably see that this once used advertisement slogan in fact is true no matter if television radio video recorder or walkman the name sony is one of the most recognized brands on electronic entertainment devices no surprise that the sony corporation is one global player in

electronic business it is a leading manufacturer of audio video communications and information technology for consumer and professional markets world wide the company headquartered in tokyo in march 2002 employed 168 000 people all over the world in 1946 when the two founders of sony the japanese electrical engineers masaru ibuka and akio morita decided to create their own company in tokyo they started with 20 employees in the past there were a lot of companies who conjured their subsidiaries out of nothing and this is where often they very soon returned to in contrast the sony corporation gave an impression on what is possible with the proper strategy this impressive story of global success was only possible through a unique vision that was influenced a lot by japanese habits and culture by the way of operating and doing things the japanese way what is so special about the japanese way how did the sony corporation and especially akio morita who could undoubtedly be seen as the uncrowned head of the company successfully manage to transfer it to subsidiaries world wide in my opinion many aspects of the sony strategy and philosophy could also be transferred to many western companies today to investigate all these aspects was the goal of this work

## **Made in Japan 1986**

the must read summary of akio morita edwin reingold and mitsuko shimomura s book made in japan akio morita and sony this complete summary of the ideas from akio morita edwin reingold and mitsuko shimomura s book made in japan tells the story behind the fascinating journey of sony right from its early rocky stages to their status as a world leader in their book the authors reveal how the company realised that marketing would be as important as the product itself this summary describes the ups and downs of the journey and the secrets behind sony s global success added value of this summary save time understand key concepts expand your knowledge to learn more read made in japan and discover the story behind the technology giant and why so many of its ideas have been implemented by others

## **Made in Japan 1986**

this series presents a brief sketch of four multinational commercial houses the books are profusely illustrated in colour and black white





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whether in the form of the ongoing automotive wars books and films such as michael crichton s rising sun or george bush s ill fated trip to japan in 1991 frictions between the united states and japan have been steadily on the rise americans are bombarded with images of japan s fundamental difference at the same time voices in japan call for a japan that can say no if the guiding principle of the clinton administration is indeed new values for a new generation how will this be reflected in u s japanese relations convinced that no true solution to u s japanese frictions can be achieved without tracing these frictions back to their origin ryuzo sato here draws on a binational experience that spans three decades in both the japanese and american business and academic communities to do just that in an attempt to bridge the communication gap between the two countries and dispel some of the mutual ignorance and misunderstanding that prevails between the two sato addresses the following questions is japan really different has america s sun set how have conflicting views on the role of government affected u s japan relations what are the real differences in american and japanese industrial policies what is the anatomy of u s japanese antagonisms what effect has the collapse of the bubble economy had on relations what is japan s future course is it truly a technological superpower can it avoid international isolation an incisive personal look at one of the most important political and economic global relationships written by a major player in the world of international business and finance the chrysanthemum and the eagle provides a readable and engaging tour of u s japan relations past and present

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## The Chrysanthemum and the Eagle 1995-07

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foreign interpretations of japan hinge in large measure on the notion of a simple homogeneous culture in which individuality is subsumed in collective enterprise such interpretations posit a society organized with incredible efficiency for economic superperformance a society to be at once feared and emulated in this volume kumiko miyanaga argues that the simplistic view of monolithic collectivity is misleading and that japan is undergoing a period of social transformation in which traditional attitudes toward collectivism and individualism are shifting in favor of the latter miyanaga finds that individualism is flourishing most significantly in the area of entrepreneurship thus invigorating an already vital japan the author begins with a carefully nuanced analysis of the traditional and contemporary relationship between individual and collective attitudes historically individualism has been a quiet peripheral subculture a refuge for society's dropouts expressing itself chiefly in religion and art and influencing little in the way of social change with the acceleration of economic and technological growth since the 1960s some individualists on the periphery of the japanese economy have gained a position strong enough to enable them to interact with the mainstream without losing their independence in such areas as the fashion industry in high technology and in venture capital firms individualists who would never make it with hitachi or toyota suddenly find themselves with very lucrative economic opportunities miyanaga contends that there is now a mutual influence between the peripheral and mainstream sectors as enterprises on the outskirts of the economy grow larger and more successful they feel the pull of the old ideology and conversely mainstream organizations have discovered that they need the creative edge that comes from the periphery just as the small japanese entrepreneur dreams at least occasionally of being a toyota large corporations have come to realize the importance of individualism this book offers an original and distinctive contribution to a very important debate over the future of the japanese economy it is a work of great fascination for social scientists economists and those seeking a social perspective on japanese culture





**ソニーの挑戦 2008-08-30**

**ソニーの挑戦 2019-09**

**ソニーの挑戦 2003**

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***The Creative Edge 1993-01-01***

***Sony 2001-04-05***



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