

CRACKING THE JAPANESE MARKET

STRATEGIES FOR SUCCESS IN THE NEW GLOBAL ECONOMY



**JAMES C. MORGAN &
J. JEFFREY MORGAN**

Cracking The Japanese Market

Mary E. Lassanyi



Cracking The Japanese Market:

Cracking the Japanese Market James Morgan, 1991-04-04 Global business today is played by new rules many of which are being written by the Japanese and their remarkably successful companies. Because the Japanese are redefining business as we know it, Western companies expecting to profit from the new global marketplace must first learn to compete and succeed against the Japanese in Japan. James C. Morgan, Chairman of Applied Materials Inc., the leading supplier of advanced processing equipment to the worldwide semiconductor industry, which does about forty percent of its business in Japan, and Jeffrey Morgan, who has worked in Tokyo on the inside at Mitsui Co., Japan's oldest trading conglomerate, contend that apathy and ignorance have prevented many Western companies from capitalizing on the enormous opportunities for business in Japan. In this brilliant examination of Japanese markets, companies, and business practices, with special emphasis on the establishment of Applied Materials Japan, the Morgans' father and son assert that success in the world of Japanese business is determined by two factors: technology and relationships. Candidly discussing their own mistakes and failures as well as their triumphs, the authors provide invaluable insights into the specific challenges facing Western companies in establishing a presence in Japan: problems in financing, the venture product design and production, marketing and distribution, and most important, creating long-term relationships or putting on a Japanese face. The extraordinary success of Applied Materials Japan, hailed by George Bush on the campaign trail in 1988 as a model for all America, is testimony to the valuable lessons to be learned from this book. The Morgans provide a clearly written, step-by-step framework for reorienting company thinking, revising corporate strategy, and revitalizing any organization for world-class competitiveness. Using vivid examples of Western companies that have both succeeded admirably and failed miserably in Japan, **Cracking the Japanese Market** is a straightforward examination of what it takes to compete successfully there and, by extension, in the world today. **Japan**

Marketing and Trade, Current Assessment Mary E. Lassanyi, 1988 **Japanese Now** Esther M. T. Sato, Masako Sakihara, 1989-10-01 **Japanese Now** is a popular four-year learning program used in numerous American secondary schools and universities. The first two years emphasize oral/aural skills; the third and fourth years offer reading selections while expanding vocabulary and grammatical patterns through conversation and discussion of Japanese culture and appropriate styles of speech in various social settings. Tapes may be copied by an educational institution for classroom use but not for resale. **Japanese Tourists** K.S. Chon, 2020-12-19 Find out how to entertain all types of Japanese tourists: from student groups to retirees. Would a Japanese traveler rather see pictures of beautiful landscapes or smiling Japanese couples in a tourist brochure? Will you attract more Japanese tour groups by promising them independence and adventure or excellent food? Given the importance of Japanese tourists to the global travel industry, understanding their travel-related behavior has become an essential item in the tourism research agenda. **Japanese Tourists: Socio-Economic, Marketing, and Psychological Analysis** investigates the specific needs, behaviors, and desires of this growing segment of the international tourism market.

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Cracking the Japanese Market Mainichi Shinbunsha, 1985 **Cracking the Japanese Market**, 1985 **Reconcilable Differences?** C. Fred Bergsten, Marcus Noland, 1993 *Japan in the 21st Century* Pradyumna P. Karan, 2005-02-18

The ancient civilization of Japan, with its Shinto shrines and Buddhist temples, is also closely associated with all that is new and modern. Looking outward, Japan sees what it has become since Hiroshima: the world's second largest economy, a source of awe and wonder, a power without arms. Looking inward, Japan sees old ways shaken and new ones developing at a hectic pace. Japan in the Twenty-first Century offers compelling insights into the current realities of the country and investigates the crucial political, economic, demographic, and environmental challenges that face the nation. A combination of text, maps, and photographs provides an essential understanding of Japan's geography, cultural heritage, demography, economic and political development, and of many other important issues. Pradyumna P. Karan explores the obstacles and opportunities that will shape Japan and affect the world community in the coming years. He highlights strategies and policies that will facilitate economic and political change and stimulate the development of effective institutions for long-term sustainable prosperity and economic vitality. Unique field reports drawn from direct observations of events and places in Japan illuminate Japanese traditions and sensibilities. The first full-length English language textbook on Japan's geography, culture, politics, and economy to appear in nearly four decades, *Japan in the Twenty-first Century* will be a vital resource for researchers, academics, general readers, and students of Japan. Pradyumna P. Karan, professor of geography and Japan studies at the University of Kentucky, is the author or editor of numerous books on Asian geography and culture, including *The Japanese City* and *Japan in the Bluegrass*.

Concise Introduction to Global Supply Chain Management Masaaki Kotabe, 2024-03-14. This Concise Introduction

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