



Winning in Asia, Japanese Style

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Despite the regional currency crisis of 1997-1998, Asia-Pacific economies continue to be among the most attractive markets in the world. Japanese, American, and European firms have invested heavily in the past decades, and now are positioning themselves to take advantage of the post-Asian recovery, phenomenal Chinese growth rates, and deepening economic liberalization. This pathbreaking work focuses on understanding the market and nonmarket strategies employed by Japanese firms to boost their share of the developing Asian market and to rally the Japanese government in support of their initiatives. In addition to advancing a novel theoretical framework to analyze strategy, the book contains an overview chapter focuses on Japanese investment and trade trends in Asia and original case studies of the banking, automobile, telecommunications, chemical, software, and electronics sectors that provide insight into winning strategies in Asia.

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