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| Nota di contenuto | 1. Introduction -- 2. The Process of 'Monozukuri' in Global Business Environments -- 3. Hybrid Theory and Japanese Global Management -- 4. Case Studies on Japanese MNEs: Global Strategy -- 5. Prospective Global Markets -- 6. Golden Rules in Global Corporate Strategy. |
| Sommario/riassunto | This book examines the global corporate strategy of Japanese multi- national enterprises (MNEs) and analyses their position in today's business environment. Focusing in particular upon Indonesia, Kenya, Nigeria, South Africa, Sri Lanka and Vietnam, Japanese Global Strategy presents nine empirical case studies on companies including Denso, Furukawa Electric and Yamaha Motor. Based on questionnaires and interviews with senior managers, this book applies the hybrid theories of application and adaptation to each company's corporate strategy. By delving into the historical reasons behind investing in strategy, the author asserts that MNEs should be a priority for Asian markets, making this an invaluable read for anyone researching international business and Asian business more specifically. |

