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Sommario/riassunto	Since the 1990's, Japanese firms have sought to expand their capacity for innovation by incorporating Western management practices into their organizational culture. This combination of Japanese and Western

management practices has been highly successful - Japanese firms are presently at the forefront of technological and service innovation in areas such as digital consumer electronics, mobile phone services, and the games industry. Much can be learned from the success of Japanese companies in these areas. This book presents an analysis of the business model unique to Japanese firms, emphasis in...

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