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Mascot - In Tokyo -- The Organizational Process -- BANG & amp --OLUFSEN: QUESTIONING THE ORDINARY -- About Bang & amp --Olufsen -- Re-Establishing a Subsidiary - Cultural Issues --Aspirational Brand Image in Japan -- Organization of Global Communication -- National and Corporate Values -- The Danish Way -A Japanese Perspective -- Cultural Change Does Not Happen Overnight -- ECCOES OF THE WORLD -- From Small Shoemaker to International Brand -- Market Entry - The Japanese Discover Danish Shoes -- The Achilles Corporation - ECCO Sales Japan -- The ECCO Brand Meets Government Restrictions -- Hong Kong Brings Proximity and Consistency -- Global Communication Strategies. CONCLUSION: FIVE CORPORATE CASES IN JAPAN -- Complexity and Dynamics of Communication -- Global Strategy and Image Development in Japan -- National Cultural Issues in Entry Modes --Organization, Communication and Culture -- Professional Knowledge Factors -- Individual Intercultural Competence -- Conclusion --Appendix -- Index.