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Nota di contenuto	Introduction -- Japan' s post-war reconstruction, the car industry, and Nissan/Datsun -- British car industry and Anglo-Japanese relations in the post-war period -- The negotiations over financial assistance and local contents -- The deal: financial aid and local contents -- Plant location Sunderland -- Epilogue -- Conclusion.
Sommario/riassunto	This book revisits the long contested negotiation between the Thatcher administration and Nissan for the latter's first green-field plant in Europe. From the very beginning, the plant took Britain's EC/EU membership and tariff-free access to the single market as a token. A considerable amount of aid including component supplies was provided to attract Japanese investment and to prevent its transfer to the continent. The successful launch of Sunderland highlighted improved Anglo-Japanese relations and put an end to the Japan-EC/EU trade conflict. But the price was paid by Nissan's slump and fall, and by trade

unions in both countries failing to keep counterchecks on management. Brexit and the fall of Carlos Ghosn were a double blow to Anglo-Japanese relations which are in a state of drift and need redefinition.

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