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Leveraging Japan: Marketing to the New Asia

George Fields, Hotaka Katahira, Jerry Wind, Robert E. Gunther

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Japan's current shift from a manufacturing to a consumer economy is creating unprecedented opportunities for any company with the savvy to exploit this, the world's second largest market. Certainly, as the Japanese economy continues to rebound, more and more companies will continue to stake and build their presence there and use it as a springboard to enter other growing Asian markets. In Leveraging Japan, three leading authorities on market strategy and Japan present the new rules of Japanese marketing and discuss the evolution of other emerging Asian markets. These experts then share the same strategies that they've used to help American Express, Avon, Levi Strauss, and KFC, among other multinational companies, successfully establish a presence in Japan and leverage that presence to enter other Asian markets.

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