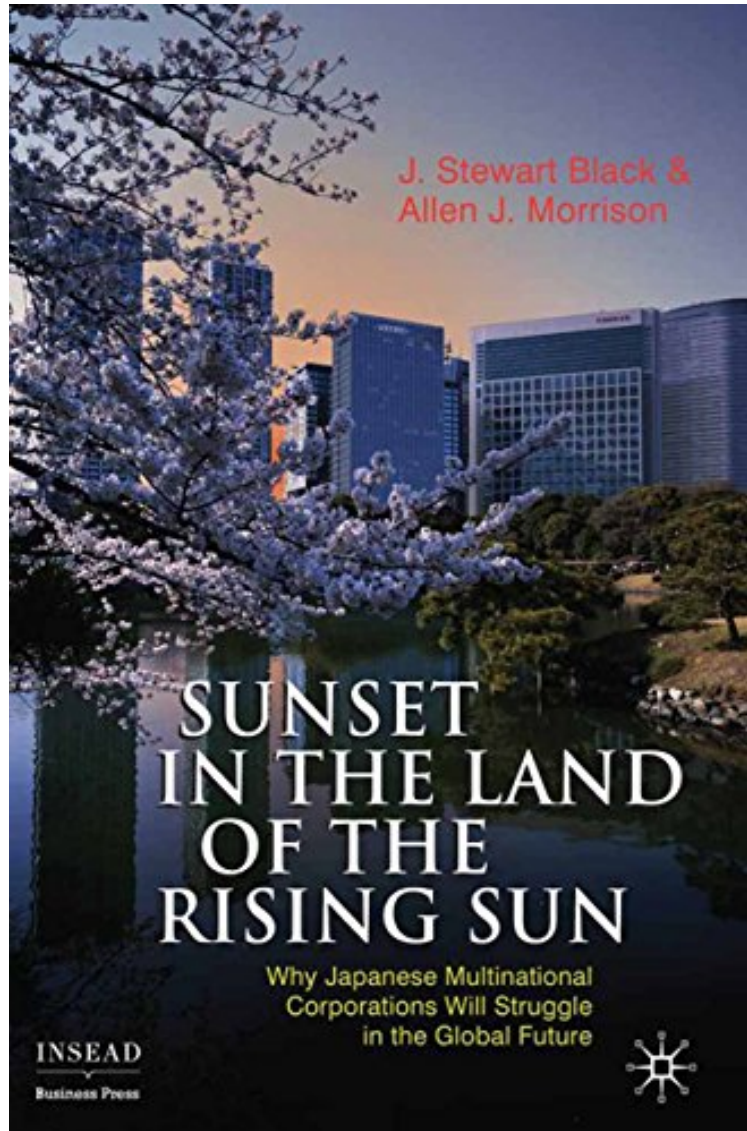


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Sunset in the Land of the Rising Sun: Why Japanese Multinational Corporations Will Struggle in the Global Future (INSEAD Business Press)

J. Black, A. Morrison

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Corporations Will Struggle in the Global Future (INSEAD Business Press):

Even casual observers will be familiar with the Cherry Blossom or Sakura trees of Japan. When in full bloom the sight is spectacular but it sadly only takes a week until the tree is bare. In a longer cycle of nations and business, we see, unfortunately, a similar pattern for Japanese Multinational Corporations.

'Having worked in Japan for the last 30 years, I can say without hesitation that Drs. Black and Morrison are right on the mark in describing the problems Japanese Multinational Corporations face. This book is an essential reference for those seeking global success in today's complex world.' - R. Lon Combs, President, iEnter Japan 'This study serves as a severe warning to Japanese senior executives. We recognize that greater diversity and leadership development is critical to ensuring we have the human resources and leadership talent for our global future.' - Kazuo Tanigawa, Corporate Executive Vice President and Director, Toshiba Corporation 'This book is particularly provocative because the challenges faced by Japanese companies could be experienced by ANY global company that fails to adapt its people and organization capabilities.' - Elliott Nelson, VP Global Learning Development, Pfizer, inc. About the Author DR J. STEWART BLACK is a professor and an Associate Dean of Executive Development Programs at INSEAD. He is a leading instructor and scholar in leadership, change management, globalization, and strategy. He has authored or co-authored more than a dozen books and regularly consults with multinational companies around the world. (Email: stewart.black@insead.edu) DR ALLEN J. MORRISON is a Professor at INSEAD. His research and teaching interests centre on multinational strategy and global leadership. He has authored or co-authored over 70 articles and case studies, and seven books. He is highly sought after as a consultant and public speaker and works with multinational companies around the world. (Email: allen.morrison@insead.edu)