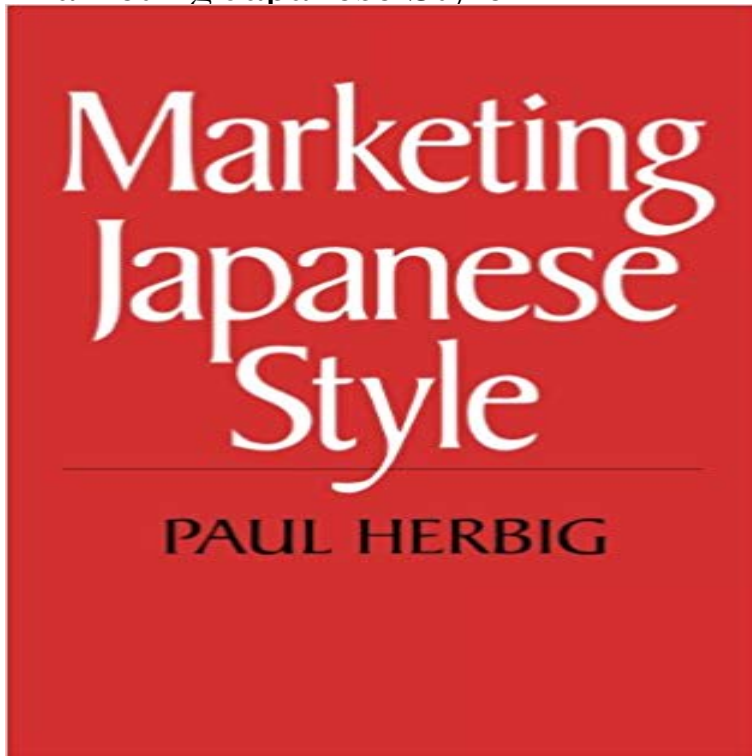


Marketing Japanese Style



The Japanese are not the world's greatest marketers. Japanese companies approach and perform marketing within Japan differently than Western firms do within their domestic markets. In fact, marketing to the average Japanese firm is not a priority item. To succeed in Japan, they concentrate instead on production quality and low prices. This fascinating look at the cultural differences, reflected in their marketing practices, reveals the advantages and disadvantages of Japanese marketing practices. The author argues that as the advantages of a protected market and superior production and technology disappear, the Japanese must develop a new marketing process. Examples of both Japanese and foreign firms operating in Japan highlight each section. Marketing Japanese Style examines how Japanese firms actually market to their Japanese customers. Each of the four Ps of marketing—product, promotion, place, and price—are explored. Japanese cultural, strategic, and negotiation practices are described in detail. An interesting facet of the book is the analysis of keiretsu and sogo shosha, and their place in the marketing structure.

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