



Make It Happen!: Japanese Companies Need to Elevate Marketing as a Core Function to Succeed Outside Japan (Paperback)

By Robert E Peterson

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. For much of the twentieth century, engineering, sales, and quality products defined Japanese businesses and drove the country's economic success. Today, deflation, an aging population, and a series of weak economic reforms have dealt a devastating blow to the national economy. Signs of a Japanese resurgence, however, are there for those who know what to look for. One such person is Robert E. Peterson. A marketing consultant, Peterson came to Japan in 1982 to help Toyota build its international marketing strategy. He never left. Peterson notes marketing lacks a core function in the Japanese business model. Positions such as chief marketing officers (CMO) simply do not exist in the typical business. As such, even though Japan has a strong and positive brand image internationally, the nation's businesses lack the training to effectively market themselves to the international community. Make It Happen! is both a challenge and primer to Japan's corporate culture. Peterson applies his experience, training, and outsider's eye to the problem of Japanese marketing, combining a thorough explanation of marketing basics with insights...



[READ ONLINE](#)

[1.27 MB]

Reviews

It is one of my personal favorite publication. It is actually really fascinating through reading through period of time. It's been printed in an extremely basic way in fact it is just after I finished reading through this ebook by which basically transformed me, change the way in my opinion.

-- David Weber

This ebook might be worth a read, and superior to other. It is probably the most remarkable book I have got read. It's been designed in an remarkably straightforward way and it is merely soon after I finished reading this publication where really modified me, alter the way I really believe.

-- Alex Zieme DDS