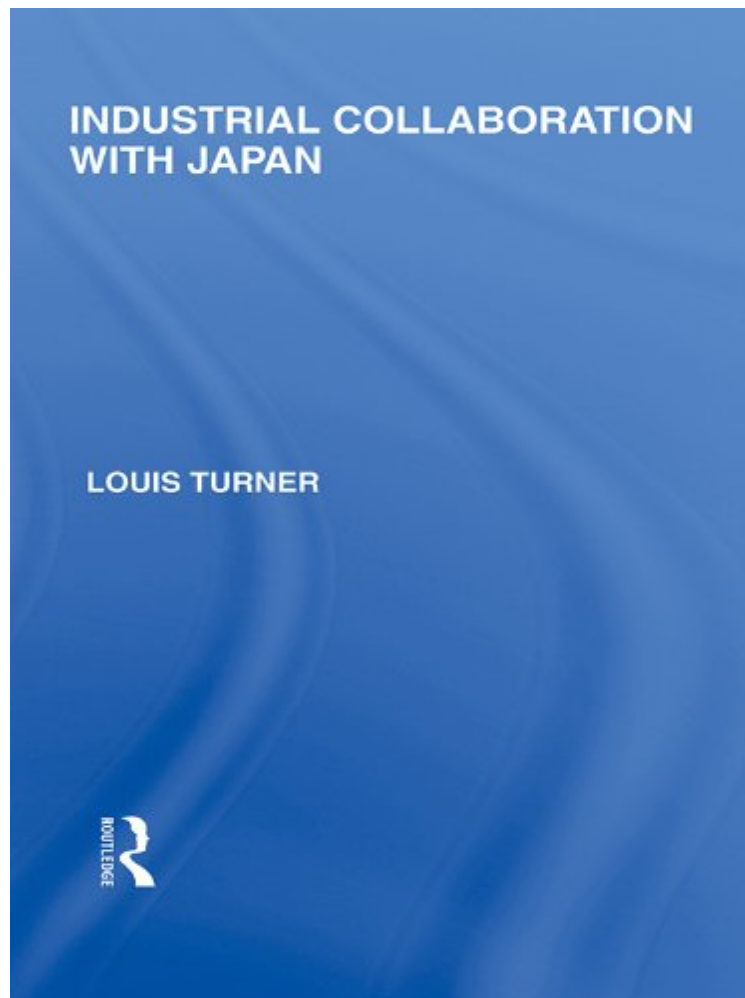


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Industrial Collaboration with Japan (Routledge Library Editions: Japan)

Louis Turner

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Louis Turner : Industrial Collaboration with Japan (Routledge Library Editions: Japan) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Industrial Collaboration with Japan (Routledge Library Editions: Japan):

This study looks at the experiences of European and American companies that have collaborated with their Japanese competitors in the fields of computers, consumer electronics, automobiles and aero-engines, by forming joint ventures, designing products together and pursuing complementary marketing strategies. It examines why these companies have chosen to collaborate rather than compete; whether the Japanese companies have proved to be reliable partners; whether the non-Japanese have been left behind; and what the future of such collaboration may be. The book

concludes by pointing to a growing interest among non-Japanese companies in investing and collaborating within Japan itself. nbsp;