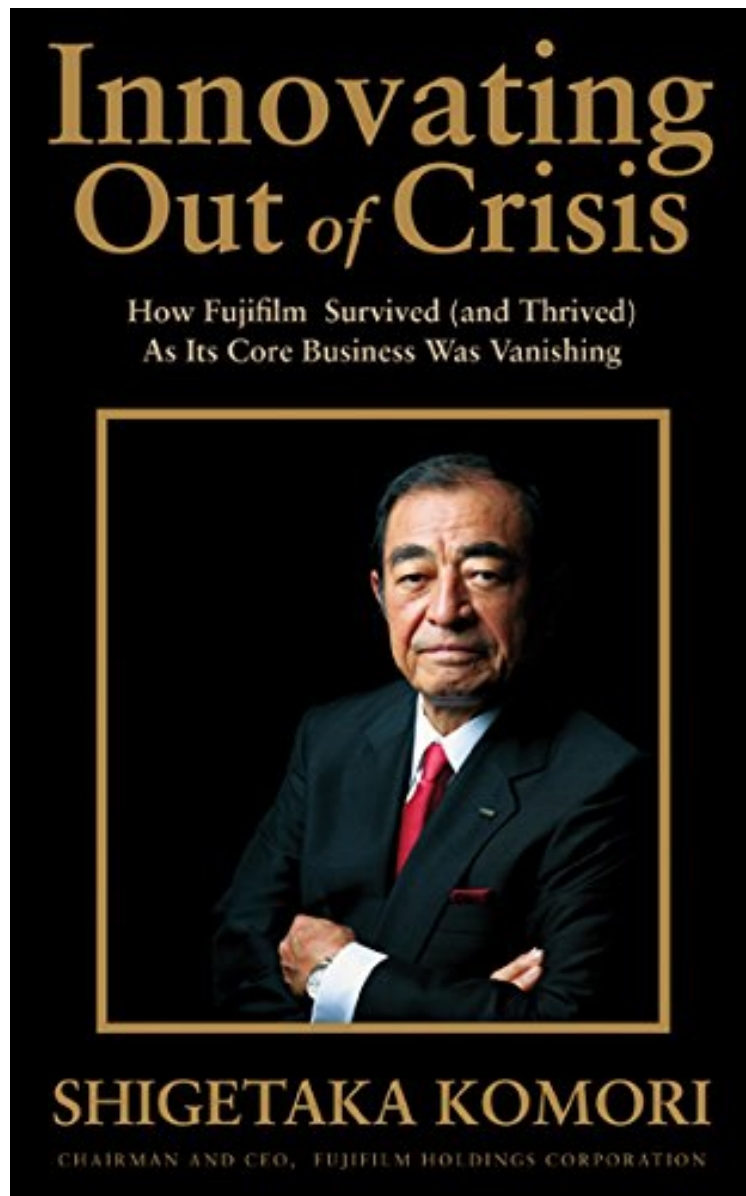


[Mobile book] Innovating Out of Crisis: How Fujifilm Survived (and Thrived) As Its Core Business Was Vanishing

Innovating Out of Crisis: How Fujifilm Survived (and Thrived) As Its Core Business Was Vanishing

Shigetaka Komori

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0 of 0 people found the following review helpful. Could have been much better....By Jim RossiI wasn't impressed ,I haven't even finished the e-book . It evolved into a Kodak bashing (Fuji was before Kodak at almost everything) .Kodak was ruined by Wall Street types who never picked up a camera or developed a roll of film in a darkroom .Kodak INVENTED digital photography ,and ignored it until it was too late .Fuji appears to have had people uncharge who cared about the long term survival of the company,not quarterly profit margins .0 of 0 people found the following review helpful. Highly Recommended - "Wisdom, Courage, Creation, Hope" not cost cutting, cost cutting.....By Mark DelgadoI really enjoyed this book. I liked the style used by Kamori-san. In part 1, he discusses the challenges of the business, the need for change and the actions that were taken to change the entire company to continue to develop long into the future. In part 2, he discusses the type of management that is required to manage a truly global company from a Japanese perspective. I have worked for a Japanese company for many years and many of his ideas and suggestions are required to make many Japanese companies more globally relevant.I was drawn to his book, not just from a business interest viewpoint, but because I use many of the Fujifilm digital cameras and have been pleasantly surprised at the amount of customer focus Fujifilm places on these products; not just from a quality perspective but by how much they engage the photographic community to develop current and future lines of products.0 of 0 people found the following review helpful. Encouraging and ConvincingBy ycoThe books consists of two parts - the story of how Mr. Komori led Fujifilm out of crisis and made it thrive; his summaries and views on how managers and employees should be. In this concise 221-page book every word weighs. Between lines readers can not only feel the author's courage to face difficult situations and his vision and determination to win but also appreciate his devotion and passions. Besides numerous suggestions, comments, and encouragement the author also gives many examples of how he made tough decisions and solved difficult problems in business. The book helps readers know Fujifilm better and understand its philosophy. As written in the book the words "Wisdom, Courage, Creation, Hope", which are engraved on a monument at Fujifilm Advanced Research Laboratories, are the heart of Fujifilm and serve as its foundation.

In 2000, photographic film products made up 60% of Fujifilm's sales and up to 70% of its profit. Within ten years, digital cameras had destroyed that business. In 2012, Kodak filed for bankruptcy. Yet Fujifilm has boasted record profits and continues strong. What happened? What did Fujifilm do? What do businesses today need from their leaders? What kinds of employees can help businesses thrive in the future? Here, the CEO who brought Fujifilm back from the brink explains how he engineered transformative organizational innovation and product diversification, with observations on his management philosophy. Shigetaka Komori is Chairman and CEO of Fujifilm Holdings Corporation. Mr. Komori was appointed CEO in 2003 and chairman in 2012.

"This wonderful book by CEO Shigetaka Komori is full of wisdom. Any company that is facing an earthshaking disruption must read how Fujifilm managed to survive while its long time nemesis, Kodak, ended up closing its doors." Philip Kotler, Kellogg School of Management Northwestern University "Exceptionally well written, deftly organized, and impressively presented, "Innovating Out of Crisis: How Fujifilm Survived (and Thrived) As Its Core Business Was Vanishing" is an informed and informative read from beginning to end. Very highly recommended for both community and academic library Business Studies reference collections." Midwest Book "A powerful story of management dynamics and offers lessons other corporate leaders can use to send their own struggling companies in new, profitable directions. Business libraries shouldn't be without this detailed and engrossing analysis." D. Donovan, Editor, Donovan's Literary Services/Recommended Reading