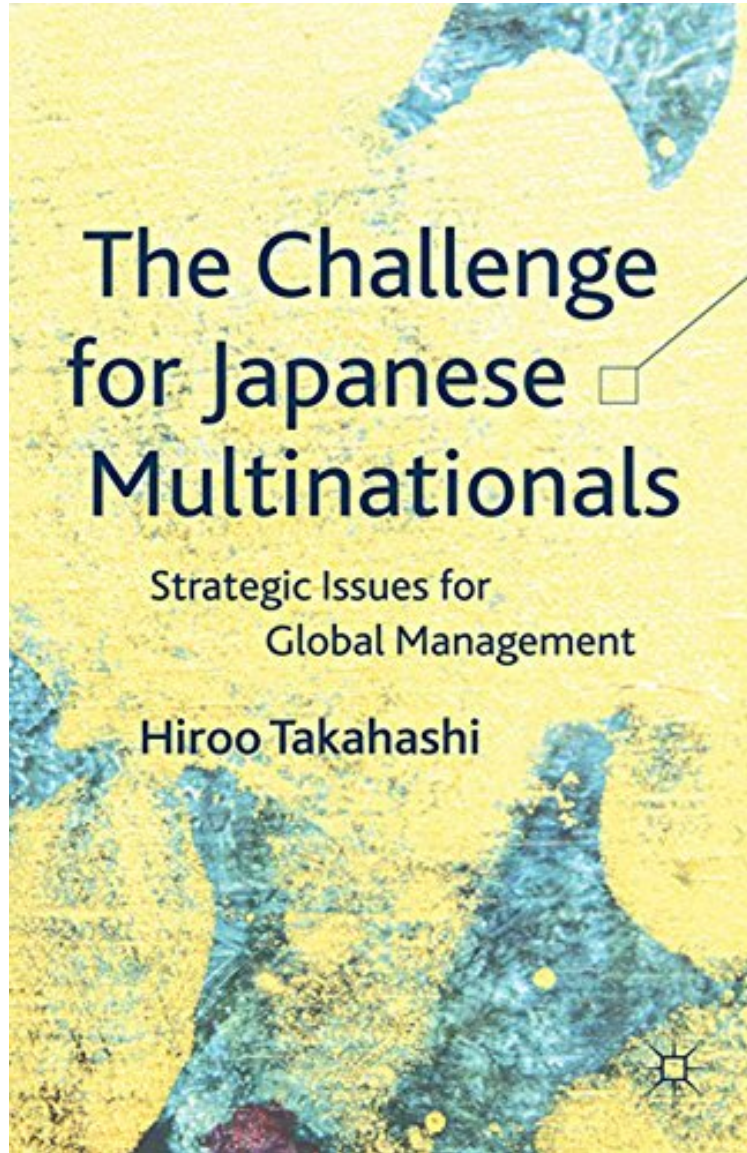


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The Challenge for Japanese Multinationals: Strategic Issues for Global Management

H. Takahashi

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The Challenge for Japanese Multinationals is about strategic issues of modern management from the view of global business practice. In the 2010 issue of Fortune Magazine's top 500 Multi-National Corporations, the USA ranked number one with 139 companies. This was followed with 71 companies in Japan and 149 in the EU. With the maturing of the domestic market, Japanese MNCs - not only in manufacturing industries but in non-manufacturing industries as well, will continue to globalize, with overseas expansion accelerating in emerging countries such as BRICs.

About the Author Dr. Hiroo Takahashi obtained his PhD at the Chuo University in Japan and has written many books using his 20 years' experience in teaching International Business and Business Ethics. He has also held a directorship at the Business Research Institute in Tokyo, a visiting scholar at the Stern School of Business, New York University (1971-73), a professor at the Rubin School of Business, Pace University, New York (2003-04) and an Adjunct Professor of Southern Taiwan University (2005). He has been a President of the Japan Society for Business Ethics Study since 2009 and is currently a Professor of International Business and Business Ethics at the Graduate University in Japan.