nation's current recession as a deliberate misconception, an examination of Japan's emerging role in the global marketplace predicts that Japan will overtake the United States's economic status.

**The American Asian Review**- 1996

**Social Justice**- 1994


**The Mind Of The Strategist**- Ohmae 2002-07-01 Since its original publication by McGraw-
hill almost 10 years ago, this best-selling guide to the inner workings of Japanese strategic thinking has become an acknowledged classic. Kenichi Ohmae, a business strategist of international renown, provides a compelling account of the reasons why companies dominate the global processes and planning techniques, why they work, and how companies can benefit from focusing on the three essential elements of any strategic plan: company, customer, and competition. Replete with numerous illustrative case histories of strategic thinking in action, Ohmae's classic work continues to inspire managers at all levels to new heights of bold, imaginative strategic thinking.

**The Invisible Continent** - Kenichi Ohmae 2001 During the past 15 years, civilization has changed at an unprecedented rate - it's as if a new continent has been discovered and the impetus for exploration has come from business. People with courage and curiosity are changing the way of life on the old continents irrevocably. The only difference is that the new continent - the new, interlinked, web-shaped economy of the 21st century - has no land. Yet its economic, political, social and business consequences are real.

**The Borderless World** - Kenichi Ohmae 2002 Kenichi Ohmae's *The Borderless World* has changed the way managers view the world and their businesses, and how they invent,
commercialize and compete. It vividly shows the increasing dominance of consumers over companies and countries, and the resultant melting away of national economic borders to create a global market. Ohmae's timely advice has enabled major Japanese companies to capture new markets across the world. You too can profit from his proven wisdom.

**Managing in a Borderless World**-Kenichi Ohmae 1989

**The End of the Nation State**-Ken'ichi Ōmae 1995 Arguing that nation states are forfeiting their role in the global economy, the author contends that other forces have usurped economic power--capital, corporations, customers, communications, and currencies--and that natural economic zones or region states are emerging. 25,000 first printing.

**Beyond National Borders**-Ken'ichi Ōmae 1987 Offers Americans an inside view of the Japanese business world by challenging Japanese businesses to reassess their position and responsibilities in the world of international trade
The Evolving Global Economy - Kenichi Ohmae 1995 Essays argue that the rapid international movement of information, capital, and technology makes new management strategies necessary and offer new perspectives on cross-border economic activity.

Triad Power - Kenichi Ohmae 2002-01-15 During the last year renowned business strategist Kenichi Ohmae’s pathbreaking ideas on the globalization of industries and products have made headlines in leading financial newspapers and business publications on three continents. Now, in this eagerly awaited book, Ohmae integrates and expands his much discussed concepts -- to demonstrate why corporations hoping to compete in the global arena must become "insiders" in what he calls the Triad: Europe, Japan, and the United States. Ohmae explains that becoming an insider means nothing less than full membership in the indigenous business communities at each corner of the Triad. Why? In such high-tech industries as computers, consumer electronics, and communications, the rapid pace of product innovation and development no longer allows firms the luxury of testing the home market before probing abroad. Moreover, because consumer preferences vary subtly by culture and are in constant flux, companies must intimately understand local tastes -- and react instantly to changing market trends and prices. Political considerations play a part as well: Ohmae’s insiders possess greater immunity to protectionism than do outsiders. Finally, capturing markets in all three parts of the Triad is often the only way to achieve the...
economies of scale world-class automated plants demand in order to pay for themselves. Which is the best path to insider status? Pointing out that only a handful of corporations have the resources -- or the product lines -- to dominate any one Triad market, Ohmae shows how joint ventures and international consortia have already given a range of firms (for example, Mazda, Ford, Renault in cars, Mitsubishi, Westinghouse, and Olivetti in robots) the local manufacturing, distribution, research, and marketing talent they need to be successful Triad competitors. He warns, too, that if destructive trade wars are to be avoided or their effects blunted, more such cooperative efforts must be made -- and soon. In a world where the growing parity among American multinationals and their European and Japanese counterparts has made technological and marketing advantages increasingly difficult to acquire or sustain, Triad Power offers a pragmatic alternative: cross-cultural alliances that accept a future in which change is inevitable -- and where only risks bring rewards. Required reading for senior and general managers and for corporate planners and financial analysts, it is a challenging, thought-provoking, cosmopolitan look at the new rules of global competition.

**Fact and Friction**-Ken'ichi Ōmae 1990
The Next Global Stage - Ken'ichi Ōmae 2005

A radically new world is taking shape from the ashes of yesterday's nation-based economic world. To succeed, you'll need to act on a global stage - and master entirely new rules about the sources of economic power and the drivers of growth. In The Global Stage, legendary business strategist Kenichi Ohmae synthesizes today's emerging trends into the first coherent view of tomorrow's global economy, and its implications for politics, business, and personal success. As important as Huntington's The Clash of Civilizations, as fascinating and relevant as Friedman's The Lexus and the Olive Tree, this book doesn't just explain what's happened: it prepares you for what will happen next.
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