



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

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...



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