**Cases on International Business and Finance in Japanese Corporations**

**Mitsuru Misawa**

Dr. Misawa's cases provide unique insights into the management philosophy, business culture and commercial practices of Japanese companies. While cases on Japanese enterprises do exist, this collection of original cases provides comprehensive information that can be highly recommended to students and practitioners alike who are seriously interested in better understanding companies playing a significant role in our globalized economy.

— Gunter Dufey, Professor Emeritus, Stephen M. Ross School of Business, The University of Michigan, Ann Arbor, Michigan, USA; Professor at NBS, Nanyang Technological University, Singapore

The most critical factor common to all Japanese corporations today is the need to be understood by foreign investors and corporations. This book is the fruit of the author's insight into Japanese corporations which was nurtured during his tenure at the Industrial Bank of Japan and by his field studies consisting of numerous visits to and interviews with managers of those corporations. These case studies teach their readers the analytical frameworks and techniques for international business and financial practices which are indispensable for the full understanding of Japanese corporations. It is expected that foreign readers will be able to deepen their understanding of Japanese corporations through this book. It is highly recommendable, not only as teaching material in universities but also for decision makers of corporations.

— Teruhide Osawa, Chairman, OSG Corporation, Japan

The management of Japanese corporations is attracting attention from all over the world. Many of these corporations have realized successful results in the marketing, production, financing and allocation of their resources in today's borderless environment. However, these success stories are only partially known in the West. While rapid global movements of people, goods, money and information are providing new business opportunities, decision-making is becoming increasingly complex and is demanding more sophisticated risk management. This book by Professor Misawa provides sharp analyses on problems that business managers face in the fierce mega-competitions of today's business world and provides winning solutions backed by clear logic. This book condenses the author's business experiences and academic knowledge. The fact that it is written in English makes it even more valuable as a textbook to be used in universities as well as in business environments worldwide.

— Teruhide Osawa, Chairman, OSG Corporation, Japan

While Japan's export-oriented economy has been advancing with astounding speed, significant differences remain between the management philosophy and techniques used within Japanese companies and those used in the West. These include the significant differences in the use of capital budgeting techniques, economic and political assessment of projects, decision-making styles, and techniques of corporate governance.

As one of very few casebooks written in English on Japanese corporations, this volume offers valuable insights into Japan's unique business culture and is essential reading for both executives and students. The companies studied in this volume include:

- Tokyo Disneyland
- DisneySea Park
- Daiei Bank
- Fuji Television Network Inc.
- Livestock Corporation
- Nippon Broadcasting System Inc.
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