**Success Stories: Japan**

**Description:**
Success Stories: Japan is the world's only executive newsletter exclusively dedicated to helping non-Japanese companies compete better and succeed in Japan.

Success Stories: Japan provides fresh, detailed business solutions and marketing ideas for the Japanese market directly from non-Japanese executives who deal successfully with Japan everyday. Many leading corporations, small and medium-sized companies, and universities teaching international business subscribe.

Success Stories: Japan has been the world's only publication exclusively dedicated to helping non-Japanese companies, of any size and in any industry, make more money and compete more effectively in Japan, since 1997. Many of the world's leading companies already subscribe -- shouldn't you?

If your company is looking to:
- Enter or expand in Japan;
- Acquire Japanese companies;
- Market its products to Japanese consumers or industry;
- Understand which management techniques are working in Japan;
- Set up Japanese-language internet or e-commerce sites;
- Partner in joint venture or distribution arrangements; or
- Just get smarter about how to operate successfully in Japan,

then no other resource matches our combination of news, management information and insight into the activities and management practices of foreign companies in Japan.

Success Stories: Japan is authoritative and its editors' opinions are published widely. Without interruption since 1997, it continues to provide fresh, detailed business solutions and marketing ideas for the Japanese market. It's written and published by those who understand how business gets done in Japan. Everyday we speak directly to the senior executives of Japanese and non-Japanese companies who are responsible for their company's Japan businesses, find out what their companies are doing and planning, and pass it along to our readers. Japan-focused investment managers as well as corporate executives subscribe.

Over the next decade, the most compelling stories will not be about whether Japan's economy grows 0.8% or 1.3%, as it has done for years, but what foreign companies in Japan are doing to encourage change and promote growth in the world's second-largest economy. Already thousands of non-Japanese companies are entering and growing Japan; partnering with and changing Japan's giants; and bringing fresh ideas and management practices to the market. We cover these stories across all industries and countries, providing perspective and analysis that doesn't exist anywhere else, breaking news and offering ideas that more than pay for the cost of subscription.

**Why Subscribe to Success Stories: Japan?**

Other foreign companies active in Japan encounter the same growth and management issues your company does, in marketing and distribution, partnering, staffing, the internet, M&A and more. Why re-invent the wheel? No matter where you’re based, Success Stories: Japan allows you to share your peers’ best practices for growing revenue, capitalizing on profit opportunities, and solving management problems.

Foreign companies in many cases are the ones forcing change in Japan through their leadership and new (for Japan) management approaches. Success Stories: Japan is the only for-profit publication exclusively devoted to detailing the innovative management strategies of foreign companies in Japan. We regularly break news on the activities of foreign companies in Japan. Our news and insight is 100% original, and you won't find it anywhere else, not in Nikkei Weekly, not in Asian Wall Street Journal, not in Japan Times. Can you afford not to subscribe?

Japan is the world's second largest economy. In 2005 it continues to remove trade obstacles, deregulate its economy, and seek foreign products, services and partners. It has also become a great opportunity for non-
Japanese multinationals to obtain strong market position, skilled employees, and cutting-edge technical expertise overnight through acquisition of Japanese companies. Success Stories: Japan helps your company understand how to execute so it can take advantage of these trends.

Subscribers to Success Stories: Japan, large and small company executives alike, regularly tell us our focused approach help them make more money in Japan by improving sales volumes, organizational infrastructure, and market savvy. We share management best practices for growth in Japan, so your team doesn’t have to start from scratch.

Success Stories: Japan is a member of the American Society for Training and Development and the Association for Japanese Business Studies. We are a private publishing firm, independent of any Japanese government or quasi-governmental agency. Our editors regularly address senior executives on Japan business strategy, at company forums and at executive conferences.

Subscribers use Success Stories: Japan for ideas on:
- Direct investment and M&A in Japan
- Setting up Japanese language web and e-commerce sites
- Exporting to Japan
- Establishing an office, a call center, a joint venture...
- Negotiating with the Japanese, training a Japanese sales force...
- Dealing with and working around legalities and regulations
- Distributor searches
- Marketing and pricing approaches
- How to hire, manage and compensate staff
- Understanding how changing regulations and market structures affect your company.

Annual Subscription Comprises of 10 Issues per year.

Enterprisewide licences are also available. For more details please click on “Enquire before Buying”.

Contents:
Success Stories: Detailed profiles of non-Japanese companies’ strategies and approaches to the Japanese market. We give you true tales-- warts and all-- from the people who manage their company’s Japan effort at big and small companies alike.

Japan Insight: Original news and exclusive insight (not rehashed press releases), regularly scooping the mainstream business press, on what non-Japanese companies worldwide are doing or planning to do in Japan.

A Specialist Offers Advice: In every issue, an experienced Japan practitioner provides tips, advice and real-world anecdotes for managing your company’s Japan effort, based on their Japan business experience in functional disciplines (human resources, lobbying, M&A, marketing, IT, legal, etc.) or specific industries (retail, internet, industrial, financial services, technology, medical devices, etc.). No pundits allowed.

Japan Observer: Non-Japanese individuals, senior executives and casual observers share their observations on Japanese society and business. Get some perspective on Japanese business culture and first-hand insight on how business gets done. Understanding the unique cultural flavor of Japan is key to understanding the subtle cultural factors that influence business activity in Japan. In short, your ‘eyes and ears’.

Issues also include:
- Results of our own exclusive surveys and research, in such areas as foreign company profitability, market entry experience, staffing, launching Japanese-language internet sites, etc.
- Interviews with little-known Japanese government officials and well-known senior business executives of major companies, who are directly influencing the country’s business environment and policy.
- Marketing advice, tips on exporting, M&A, partnering, bankruptcy acquisition, distributors, etc.
- Best practices for managing and growing your company’s Japan business.
- Money-saving management techniques, and more.

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