Japanese Multinational Companies
Management and Investment Strategies
Series in International Business and Economics

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About the Book

This book provides an in-depth analysis of the management and investment strategies of Japanese multinational companies, examining foreign investment from a Japanese perspective by studying international business practices and the behaviour of multinational companies in the global environment. Beginning with an overview of recent trends in international capital flows and the role of international mergers and acquisitions, it describes the global environment for Japanese multinational companies as it affects Japanese foreign direct investment, as well as the impact of Japanese foreign investment in the host countries. The domestic cultural environment of Japanese companies is investigated, providing a background to the understanding of the expansion of Japanese business activities throughout the world. Foreign investments in various parts of the world are examined in detail, as are their impact on the domestic economy of Japan. A comprehensive analysis of the strategic planning process in Japanese multinational companies follows, and the book concludes with an assessment of the management and leadership styles of Japanese multinational companies and how they differ from Western leadership styles. This book is a valuable source of information about recent developments in the international economy in which Japan is playing a prominent role.

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