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Marketing in Japan (CIM Professional)

Ian Melville

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Marketing in Japan (CIM Professional) Ian Melville
'Marketing in Japan' is ideal for executives wanting a 'hands-on' guide to entering the Japanese market.
If you are already operating any kind of business venture either in Japan or with Japan, or if you hope to do so in the future, this book is for you. It provides business people with all the necessary information about business, including marketing and distribution in Japan.

Few Westerners have as thorough and distinguished a background in different areas of Japanese trade as Ian Melville; in addition to several years of exporting to Japan, he teaches Japanese business at Tokyo's Sophia University completing a PhD in the subject at Tokyo University.
Marketing in Japan is an important book that will ensure that readers become well equipped to deal with increasing their business in Japan.

Aimed at firms of all sizes wishing to enter or expand in Japan.
Is written by someone who has already been successful in this area.
Focus is on the mechanics of marketing and distribution, not generalities about the market.

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