

## Recent Books on Business - Dec 2011

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Case Studies in Japanese Management / Parissa Haghirian & Philippe Gagnon  
Singapore: World Scientific Publishing Co. Pte. Ltd., 2011  
xi. 301p. ; 23cm.  
ISBN-13: 9789814340878  
\$ 62.00 / HB  
578 gm.

This book provides a new opportunity for corporate strategy analysis within a Japanese context. It is the first academic textbook to be published in English which regroups case studies to emphasize key concepts in Japanese management. Where previous literature has set a separate focus on cultural, managerial and strategic variables, a holistic look is now taken at their influence on effective decision-making.

Over 11 detailed cases depict issues in entering the Japanese market, strategic issues when managing in Japan, marketing management, crisis management, cross-cultural encounters and future technologies. The sophistication and depth of these studies, along with their teaching notes, provide the basis for pragmatic analysis.

The mysticism surrounding Japanese culture seems magnified by the success of Japanese companies abroad, and the shortcomings of many MNEs that entered Japan ineffectively. Studying the empirical implications of these issues is a helpful exercise to develop more acute management reflexes in a Japanese setting.

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Business Icons : The Success Stories of 10 Accomplished Entrepreneurs in Brunei Darussalam / Khairi Metussin, Salehin Basir, Khairul Anwar Sabir & Khairul Arifin Sabir  
Brunei Darussalam: PHMD Publishing Company, 2011  
260p. ; 23cm.  
ISBN-10: 9991754611  
\$ 29.90 / PB  
486 gm.

<http://www.marymartin.com/web?pid=136629>

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Oriental CEO / Korsak Chairasmisak  
Bangkok: Chulalongkorn University Press, 2011  
137p. ; 21cm.  
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\$ 20.00 / PB  
192 gm.

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