



Japanese Distribution Channels

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In Japanese Distribution Channels, readers have the work of Japanese marketing scholars who present in-depth and intimate knowledge of distribution in Japan. These scholars have not only closely studied these systems for many years and in numerous cases worked in them, but have also, as consumers, relied on these channels to meet their needs. This combination of scholarship and experience is an ideal synergy that is unmatched in the existing literature on Japanese distribution channels. It stands in stark contrast to other books on Japanese distribution where foreign researchers spend a few weeks or months visiting Japan and then become “instant experts” on Japanese distribution by writing about what they have seen. Although there are many misconceptions about Japanese distribution channels, this first and only guidebook in English on the subject clarifies many of these misconceptions. The authoritative contributors reveal a great depth of insight on many aspects of distribution systems in Japan, including:

- structure of Japanese distribution channels
 - nature of Japanese markets
 - public policy toward distribution
 - changes in distribution structure
 - environmental effects on distribution
 - intrachannel relationships in Japan
 - business practices in Japan
 - effects on distribution channels from Toys “R” Us
 - trends and problems in Japanese distribution
- Those who seek an understanding of Japanese distribution channels--international business executives from top to middle management, marketing managers, export managers, government officials, consultants, academics and students--benefit from reading this penetrating analysis. The depth of expertise and insight provided by Japanese research scholars who have studied, worked in, and relied on Japanese distribution channels throughout their lifetimes cannot be found in any other source. Business executives, academics, consultants, government officials, and any serious students of Japanese distribution channels can significantly enhance their knowledge from reading this authoritative book.

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