


Sushi and Fries: How Cultural Differences Hinder Japanese Companies from Succeeding in Europe

By Des Collins

Legend Press Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 234 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.Cultural differences lead to conflict and misunderstanding between Asians and Europeans. Nowhere is this more evident than in the overseas subsidiary of a Japanese Corporation. In Sushi and Fries the author illustrates the difficulties faced by European employees when working in a Japanese company. He also deals with the obstacles that Japanese managers face when they are assigned to Europe. Using real life stories from his 30 years experience working for a Japanese Corporation in Europe, he shares his experiences some of which are funny, some tragic, but all are honest examples of what happens behind the doors of Bridgestone, a Fortune 500 corporation with its roots firmly in Asia. The author was one of very few Europeans that reached the position of Vice President. From his vantage point he observed conflicts and confusion which regularly blocked business development and choked creativity and inspiration. The book suggests solutions to the difficulties faced by both the Japanese Managers and their European employees and tries to inspire a better working environment for both. Unlike other books that just...



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