

Japanese Multinationals Abroad

Individual and Organizational Learning

This book brings together research on the spread of Japanese multinational firms around the world. The authors' research includes firms operating in the United States, Germany, Spain, Mexico, Italy, as well as countries in Southeast Asia. The continuing success of these firms provides a model for other countries and firms to understand and emulate. The contributors in this book demonstrate how Japanese multinationals manage the people in their overseas operations and have wide-ranging implications for multinational performance as well as the performance of the local economies in which they operate. It is a learning experience for the Japanese managers when they find a cultural conflict with local workers and have to find ways to overcome this conflict in order for the local affiliate to succeed. Finally, the authors draw conclusions that can be applied to multinational firms in other countries that are expanding into different cultures. This book brings together research on the spread of Japanese multinational firms around the World. The authors examine how Japanese managers adapt management styles and manufacturing processes to workers in other countries.

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