



Winning Over the Japanese Consumer: How to Build a Successful Business in Japan

Nick Johnston

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To build a successful business in Japan, you must understand the Japanese consumer. Nick Johnston's "Winning over the Japanese Consumer" tells you everything you need to know to ensure your brand succeeds in Japan. Based on interviews with CEOs and industry leaders and including real-life case studies, this book gives examples of how to establish your products in the world's second largest and arguably most challenging consumer market. Also drawing upon the author's own business success stories as well as insights from marketing experts, this book will teach you how to make your brand a household name in Japan. You will learn: - how to present your brand story successfully, - how to satisfy the world's most demanding consumers, - how to hire people who will lead your business to success, - how to operate within the Japanese distribution network, - how to develop pricing strategies for the Japanese market, - how to develop a unique advertising campaign, - how breaking the rules can be to your advantage - sometimes, - about partnerships that work and why (and how a Japanese partner is no longer essential for success), - who's who of Japanese wholesale and retail outlets, and - how to build your business around current and future demographic trends in Japan. "Winning over the Japanese Consumer" is an essential resource for country managers, entrepreneurs, marketeers, investors, and anyone involved in building a business in Japan.

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