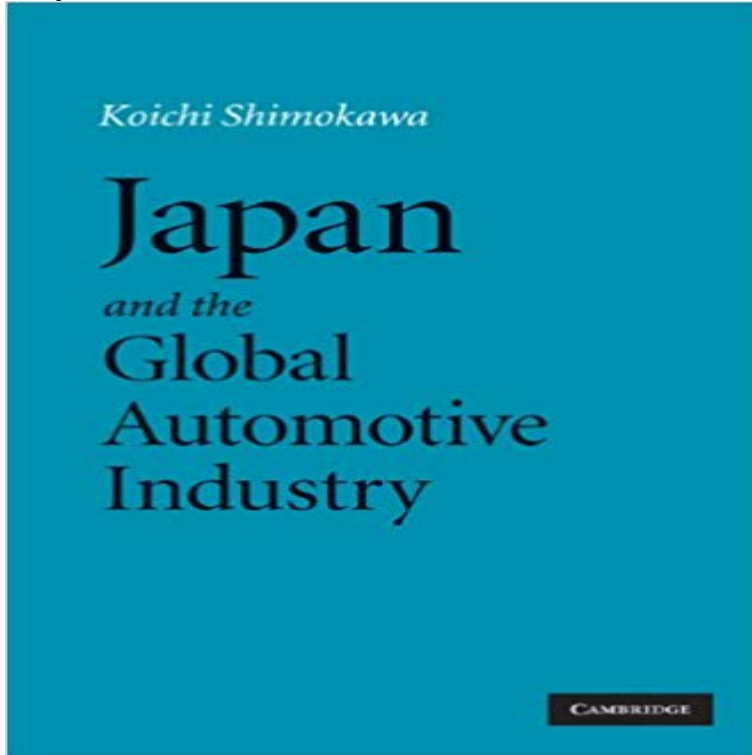


Japan and the Global Automotive Industry



The Japanese automotive industry enjoyed spectacular success in the 1980s. This was largely due to the so-called Lean Production System - the combination of an efficient production system, an effective supplier system, and a product development system. In the 1990s the industry fell on hard times because of the Japanese asset price bubble and extreme currency appreciation. In this book, eminent industry specialist Koichi Shimokawa draws on his thirty years of research and fieldwork with Japanese and American firms, to show how the Japanese automotive industry has managed to recover from this difficult period. He shows how firms like Toyota were able to transfer Japanese systems to overseas plants and how they have changed in order to compete in increasingly globalized markets. In addition, the book also addresses the two major challenges to the current industry model: the rise of China and the environmental and energy supply situation.

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CONTINUITY AND CHANGE IN JAPANS AUTOMOTIVE INDUSTRY particularly during the 2000s and up to the global economic crisis of 2008, is even more
A comprehensive and survey of management in China in the period of economic reform, first published in 1994. The Japanese automotive industry enjoyed spectacular success in the 1980s. This was largely due to the so-called Lean Production System
Second, shrinkage of Japanese automotive market. Thus, it has become necessary for Japanese manufacturers to change their global product strategy.
Contents: Comparing productivity of the Japanese and US automobile industries -- The internationalization of the Japanese automotive industry and local
Japans automobile industry evolution for the last five years was a succes first time ever, the biggest automobile producer on a global scale, overtaking in.
industry to recover. Global automotive industry continues to be EU is the worlds largest investor in automotive R&D ahead of Japan and. US. The automotive
(including related jobs) in the US, more than 8 million and in Japan, more the most important narrative thread is this: the global automotive industry is about to.
In this important book, Koichi Shimokawa presents new insights into the reasons for Japans automotive industry success and describes crucial phases of its
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