

CONTENTS

<i>Preface</i>	vii
1 Succeeding by Destroying a Growth Model <i>Kanemasa Haraguchi, Secom Co., Ltd. (Service)</i>	1
2 In the Right Place, Good Things Sell Themselves <i>Toshifumi Suzuki, Seven & i Holdings Co., Ltd. (Retail)</i>	17
3 Is Something Holding You Back? <i>Shinzo Maeda, Shiseido Co., Ltd. (Cosmetics)</i>	31
4 The Customer Always Trumps Legacy <i>Satoru Iwata, Nintendo Co., Ltd. (Video Games)</i>	43
5 Standing with Consumers on Deregulated Ground <i>Kaoru Seto, Yamato Holdings Co., Ltd. (Land Transport)</i>	57
6 From Japan to the World's Dinner Tables <i>Yuzaburo Mogi, Kikkoman Corp. (Food)</i>	69
7 Matching Brick-and-Mortar Innovation with the IT Revolution <i>Tadashi Yanai, Fast Retailing Co., Ltd. (Clothing)</i>	79
8 Growing in a World of Change <i>Kazuyasu Kato, Kirin Holdings Co., Ltd. (Food)</i>	95
9 Reviving the Engine of Japan Inc. <i>Akio Mimura, Nippon Steel Corp. (Steel)</i>	109
10 Adversity is a Reversal of Fortune Opportunity <i>Fumio Ohtsubo, Panasonic Corp. (Electrical Machinery)</i>	119

11	When Business Must Not Come First <i>Yasuchika Hasegawa, Takeda Pharmaceutical Co., Ltd.</i> <i>(Pharmaceutical)</i>	133
12	Winning in the New Workplace <i>Masahiro Sakane, Komatsu Ltd. (Machinery)</i>	145
13	Increasing Management Quality <i>Fujio Mitarai, Canon Inc. (Electrical Machinery)</i>	157
14	Returning to One's Roots <i>Akio Toyoda, Toyota Motor Corp. (Automobiles)</i>	173
15	Work Steadily Toward Objectives, Don't Rush Results <i>Sadayuki Sakakibara, Toray Industries Inc. (Textiles)</i>	187
	<i>Epilogue</i>	205
	<i>Bibliography</i>	207
	<i>Index</i>	209