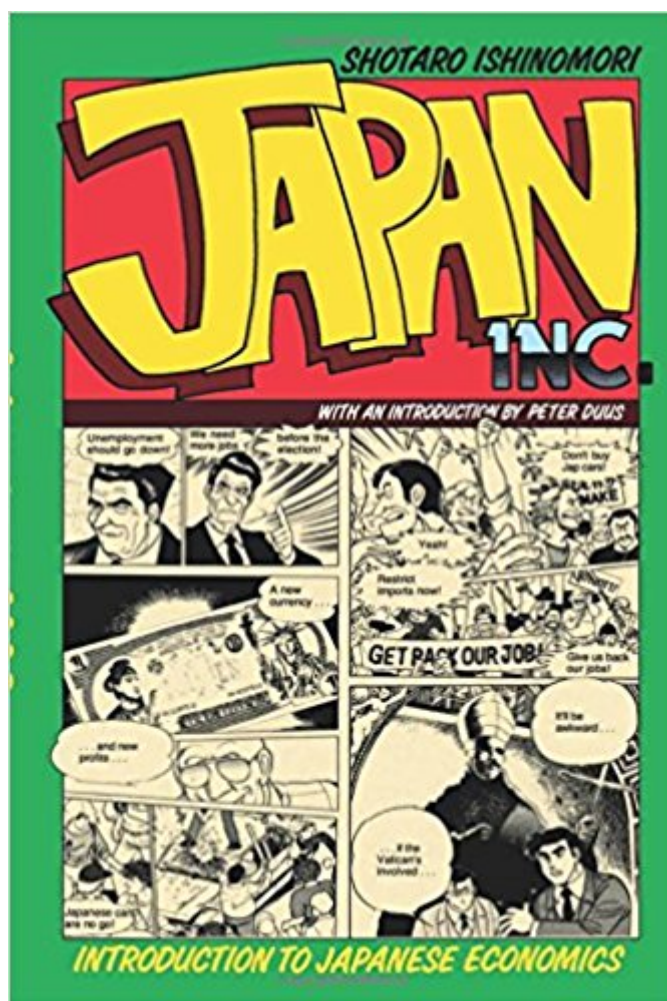


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# Japan, Inc.: Introduction To Japanese Economics (The Comic Book)



## Synopsis

They are burning Japanese cars in Detroit. The top management at Toyosan Motors must decide whether to begin offshore production of its cars in the U.S. But our hero Mr. Kudo fears that offshore production will devastate the numerous local subcontractors of Toyosan, leading to a hollowing out of the auto industry in Japan, leaving only a financial shell. The American color TV industry has already suffered such a fate. The villain, Mr. Tsugawa, calls Kudo a wimp and sees a splendid opportunity for union busting. Will our hero prevail? Thus begins the first episode of this rollicking yet incisive introduction to the world economy from the Japanese point of view. Other episodes treat the appreciation of the yen, the impact of the 1970s oil shocks, deficit financing, the internationalization of business and banking, and the post-industrial future of Japan and the Pacific Rim. The book is an English edition of volume 1 of *Manga Nihon keizai nyumon*, originally published in 1986 by *Nihon Keizai Shimbun*, the Japanese equivalent of the *Wall Street Journal*. It is based on a serious introductory text put out by the newspaper and is packed with informative charts and facts. When the comic book was first published in Japan, it was an immediate best-seller, selling over 550,000 copies in less than a year. The stories in the book reflect Japan's national mood during the "Japanese miracle" and into the 1980s economic bubble: apprehension and optimism jostle one another, and there is a sense of national self-pity. The book also reflects a deep suspicion of politics and bureaucrats. The prime minister appears more worried about his government's popularity than about taking the right economic course. Ultimately, the employees at Toyosan Motors demonstrate that the success of the Japanese economy will not depend on natural resources or politics but on business practices that are ethical, socially responsible, and forward-looking.

## Book Information

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## Customer Reviews

Text: English, Japanese (translation) --This text refers to an out of print or unavailable edition of this title.

"Both entertaining and a splendid introduction to the country's economic problems."&#151;Chalmers Johnson

and to think americans are now complaining of the huge trade deficit it now experience with china, this book looks back at a similar situation the former faced with japan. "look back" are not the right words i was looking for since the book was published to educate its original japanese readers of the complex issue it once faced with world trade and the maturity of its industries.small quirk; was a little disappointing on how it was meant to be "read". given that it is supposed to be a "manga", was expecting to read it from right to left.

My Japanese history teacher made me read it for class. Sure I learned some stuff, but it is really boring.

It was a book that I learned a lot from. In that sense it was a good book. Not a book to read for fun.

Not a bad read. It does lose you from time to time but if you stick to it, it'll be fine. I much prefer his Cyborg 009 manga over this though.

Ever wonder how Toyota spells out a 100 year business plan while Intel keeps giving investors quarterly advisories? Shotaro Ishinomori gives an interesting perspective on Japan's economic problems and the ensuing volatility. In Japan, comic book artists often strive to achieve intellectual respectability. Hence comic books are very common among white-collar workers. Two characters- Tsugawa and Kudo are used to illustrate various economic realities such as global trade disputes, appreciation of the yen with respect to the dollar, 1973 oil crisis, deficit financing, and corporate speculative financing. Tsugawa represents a capitalist indifferent to the the little guy. Kudo clashes

often with Tsugawa as he urges taking the long view and emphasizes the social utility of business. Politicians are exposed as individuals putting private gain above public interest. Ishinomori is greatly influenced by the moralists of the Meiji era. The theme of his book is that great corporations are built on long-term, ethical, and socially responsible business practices. Let's hope more western CEOs listen to Ishinomori.

I found this to be an excellent intro into Japanese economics.. Not the mathematical statistics etc, but just an overview of the surrounding information without making you go crazy deep.

This manga is very fun, especially for those who already have extensive knowledge in Japanese/American politics, cultures, and economics. For those of you who don't know, its about the lives of workers in the Japanese automobile industry and the tensions, hopes and dreams felt in Japan during the 1980s. This manga captures the essence of the long passed era, and is always a fun read.

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