

# WMF publications

CASE STUDIES- ORIGINAL ARTICLES- REPRINTS-BOOKS-MULTIMEDIA

TEL: +81-3-5286-3967 FAX: +81-3-3232-7075 Email: kengross@waseda.jp

¥ 1000  
each

Marketing  
Strategies in  
Today's Japan:  
*Revolution or  
Reaction?*

## What strategies work in today's Japanese market?

This paper examines how economic, social, demographic, technological and cultural variables shape market strategies, and how those strategies in turn are able to take advantage of unique Japanese conditions to achieve successful market penetration.

All Nations  
Society  
*Japanese funeral  
services with an  
American accent*

## An American business model in Japan

This case describes how All Nations Society - a pioneer in the very traditional industry of funeral services - has applied an American approach to pricing and service bundling to build a competitive advantage for itself against domestic Japanese companies. Their experience is unique, but applicable to many other industries.

The Global  
Strategic Impact  
of *RFID*  
Wireless  
Data Carriers

## A Marketing revolution in the making

Imagine products that can communicate because of imbedded chips. This revolution is based on the technology of wireless communications, and while no one yet knows what the "killer app" will be, it is obvious that value chain and marketing management will change dramatically under its influence

Explaining  
*Japan*  
Again

## Explaining the Present

This article attempts to explain the paradox of Japan's postwar economic rise and decline in an integrated way by drawing on what we know about the nation's past. The analysis incorporates relevant information from Japan's pre-modern experience during the Tokugawa and Muromachi periods to give a more textured interpretation of current Japanese behavior and policy.

The *Death*  
Of  
Customer  
Service

## How 'Bad' is Bad Customer Service?

This articles provocatively asks the reader to consider whether a service economy with bad service can survive in a world of increasing competition

Service in Japan:  
*Where the  
Customer is Always  
Right, but not  
Always Satisfied*

## Customer Service- Japanese Style

Japan and the US are both changing in their interpretations of customer service, but they are not converging. They are moving in parallel, with each striking out in its own direction.

All Nations  
Society  
*Reinventing a  
Functional Model*

## All Nations Society Revisited

After it cracked the Japanese market with its US style funeral service business, ANS realized that it had to continue to adapt and expand its product line if it was going to survive. This is how they have managed to stay ahead of the curve.

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Marketing Forum  
Bank No. 0010 (Resona Bank)  
Branch no. 420 WASEDA  
普通預金 Ordinary Account No. 1367509

To: Prof. Kenneth Alan Grossberg  
Waseda Marketing Forum  
WIAPS-7F, 1-21-1 Nishiwaseda  
Shinjuku-ku, Tokyo JAPAN 169-0051

 **Please visit us!**  
[WWW.WASEDAMARKETING.COM](http://WWW.WASEDAMARKETING.COM)

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**TOKYOPOP**  
*Marketing  
Manga  
To the West*

**Marketing Japanese Media Overseas**  
This original case study describes the entrepreneurial marketing which brought TOKYOPOP recognition and market share in North America and Europe and revenues of \$40 million. But the story is far from over, and the company's tri-continental strategy continues to meet obstacles as it fights to build on its initial successes in this tough arena of the entertainment world.

**CRM  
Developments  
in Japan**  
*Case Studies from  
the Marketplace*

**Customer Relationship Management- Japanese Style**  
Many American companies have integrated service practices with technology using CRM software to reduce costs, improve productivity, manage their customer relationships and enhance their knowledge about those customers. But in Japan, companies have different priorities for their customer service strategies. Original field studies help identify those differences, and the mind set that prevents a more rapid introduction of CRM practices that are common in the United States.

## International Conference DVDs



### 2004- MARKETING FINANCIAL SERVICES IN A NEW JAPAN

**SPEAKERS:** Thierry Porte, Vice Chairman, Shinsei Bank, Limited/  
Richard Samuelson, Managing Director, UBS Securities Japan, Ltd./  
Timo Poikolainen, Vice President, Marketing/Technology Platforms, Nokia/  
Peter Graham, Managing Director, Chief Operating Officer, Merrill Lynch  
Japan Securities Co., Ltd. **MODERATORS:** David Pilling, Editor, The Financial  
Times / Steven Herman, Associated Press Radio News

1500 yen / \$15



### 2005- THAT'S ENTERTAINMENT: AMUSEMENT MARKETING IN THE 21ST CENTURY

**SPEAKERS:** William Ireton, Chairman, Warner Entertainment Japan Inc./  
Rozenn Leard, Managing Director, Ubisoft Japan / Stuart Levy, CEO & CCO,  
TOKYOPOP / Sony Suzuki, Head - Asia Pacific M&E Practice, IBM Business/  
**MODERATORS:** Jim Frederick, Tokyo Bureau Chief, TIME INC. / Steven Herman,  
Japan Correspondent, Voice of America

2000 yen / \$20



### 2006- WHAT'S UP DOC? REVOLUTIONS IN THE ENTERTAINMENT INDUSTRY

**SPEAKERS:** Tony Elison, Senior Vice President / General Manger, Digital  
Media, Viacom International Japan K.K. / John Flanagan, Vice President  
- Marketing, Twentieth Century Fox Japan, Inc. / Birathon Kasemsri,  
media consultant and former Senior Vice President / Managing Director,  
Walt Disney Internet Group Asia-Pacific / **MODERATORS:** Campbell  
Hanley, Marketing & Business Development Manager, The Mainichi  
Newspapers/ Steven Herman, Japan Correspondent, Voice of America

2000 yen / \$20

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