



Japan's Financial Revolution and How American Firms are Profiting

Stephen M. Harner

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This book examines the rapid deregulation and changing nature of Japan's financial marketplace as it emerges from its worst economic crisis since the end of the Second World War. The author focuses on how U.S. firms like Citibank, AIG, Merrill Lynch, GE Capital, Fidelity Investments, and American Express have made large investments and built strategic businesses in a market that was effectively closed to them only a few years ago. He also profiles Japan's major financial institutions, which are aggressively restructuring to defend their home turf from foreign competitors.

Now that the economic crisis appears to be over, this exciting new book gives business students, scholars, and executives an in-depth analysis and understanding of the on-going transformation of the Japanese marketplace in banking, securities, insurance, asset management, mutual funds, and consumer credit.



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