



## Relentless: The Japanese Way of Marketing

*Johny K. Johansson, Ikujiro Nonaka*

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No one ever heard of Lexus until it all but ran Mercedes off the road. Whether it's with cars or cameras, Sega games or Mighty Morphin Power Rangers, the Japanese seem to conquer every market they decide to target, often leaving American businessmen shaking their heads and wondering how they did it.

*Relentless* offers readers unique access to the Japanese mind to show how their perception of the marketing process differs from that of the Western business mind set. Explaining how they define marketing, what the roles of the buyer and the seller are, what customer satisfaction really means and what a long-term relationship requires, it draws fascinating comparisons between Western and Eastern marketing goals, techniques and underlying beliefs. Most important, *Relentless* provides American business leaders with the detailed advice they need on how to counteract these Japanese strategies as they do battle in the war for market share.



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