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# Made In Japan Akio Morita And Sony

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Morita And Sony*

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## **Made in Japan**

### **Akio Morita and Sony**

Co-founded 40 years ago, by a young engineer named Akio Morita, Sony is now one of the most powerful and respected multinational corporations in the world, and Morita is its outspoken chairman. This autobiography charts the growth of the company, from the initial attempts to make a tape recorder to the sales of Walkman.

## **Made in Japan**

### **Akio Morita and Sony Signet**

Sony is one of the most powerful and respected multinational corporations in the world, and Akio Morita is its outspoken chairman. From his global perspective, Morita provides an informative and highly entertaining look at how Japanese business really works.

## **Made in Japan**

### **Akio Morita and Sony**

#### **Sony Houghton Mifflin Harcourt**

An expert on Japanese culture uses his access to Sony's archives to chart that company's fascinating rise from the ashes of post-war Tokyo to a major international distributor of electronics and mass culture. Reprint.

## **Made in Japan**

### **Akio Morita y Sony**

### **Summary: Made in Japan**

### **Review and Analysis of Morita, Reingold and Shimomura's Book *Primento***

The must-read summary of Akio Morita, Edwin Reingold and Mitsuko Shimomura's book: "Made in Japan: Akio Morita and Sony". This complete summary of the ideas from Akio Morita, Edwin Reingold and Mitsuko Shimomura's book "Made in Japan" tells the story behind the fascinating journey of Sony, right from its early rocky stages to their status as a world leader. In their book, the authors reveal how the company realised that marketing would be as important as the product itself. This summary describes the ups and downs of the journey and the secrets behind Sony's global success. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Made in Japan" and discover the story behind the technology giant and why so many of its ideas have been implemented by others.

## **Made in Japan**

### **Akio Morita och Sony Corporation**

### **Iacocca**

### **An Autobiography Bantam**

The celebrated chief executive officer of Chrysler Corporation offers a straightforward account of his career at Ford, of the recent resurgence of Chrysler, and of what is wrong and right with American business

**Made in Japan**

international electronics industry.

**Akio Morita e a Sony****Cracking the Japanese Market****Made in Japan****Strategies for Success in the New Global Economy** *Simon and Schuster***Akio Morita a Sony**

Global business today is played by new rules -- many of which are being written by the Japanese and their remarkably successful companies. Because the Japanese are redefining business as we know it, Western companies expecting to profit from the new global marketplace must first learn to compete and succeed against the Japanese in Japan. James C. Morgan, Chairman of Applied Materials, Inc., the leading supplier of advanced processing equipment to the worldwide semiconductor industry which does about forty percent of its business in Japan, and J. Jeffrey Morgan, who has worked in Tokyo on the "inside" at Mitsui & Co., Japan's oldest trading conglomerate, contend that apathy and ignorance have prevented many Western companies from capitalizing on the enormous opportunities for business in Japan. In this brilliant examination of Japanese markets, companies, and business practices -- with special emphasis on the establishment of Applied Materials Japan -- the Morgans, father and son, assert that success in the world of Japanese business is determined by two factors: technology and relationships. Candidly discussing their own mistakes and failures as well as their triumphs, the authors provide invaluable insights into the specific challenges facing Western companies in establishing a presence in Japan: problems in financing the venture, product design and production, marketing and distribution, and most important, creating long-term

**Made in Japan****Akio Morita i Sony****Summary: Made in Japan****Review and Analysis of Morita, Reingold and Shimomura's Book**  
*Must Read Summaries*

The must-read summary of Akio Morita, Edwin Reingold and Mitsuko Shimomura's book: "Made in Japan: Akio Morita and Sony". This complete summary of the ideas from Akio Morita, Edwin Reingold and Mitsuko Shimomura's book "Made in Japan" tells the story behind the fascinating journey of Sony, right from its early rocky stages to their status as a world leader. In their book, the authors reveal how the company realised that marketing would be as important as the product itself. This summary describes the ups and downs of the journey and the secrets behind Sony's global success. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Made in Japan" and discover the story behind the technology giant and why so many of its ideas have been implemented by others.

**Rising Sun****A Novel** *Ballantine Books*

In a novel set within the arena of volatile Japanese-American relations, business moguls compete for control of the

relationships or "putting on a Japanese face." The extraordinary success of Applied Materials Japan -- hailed by George Bush on the campaign trail in 1988 as "a model for all America" -- is testimony to the valuable lessons to be learned from this book. The Morgans provide a clearly written, step-by-step framework for reorienting company thinking, revising corporate strategy, and revitalizing any organization for world class competitiveness. Using vivid examples of Western companies that have both succeeded admirably and failed miserably in Japan, *Cracking the Japanese Market* is a straightforward examination of what it takes to compete successfully there -- and by extension in the world today.

### **Sam Walton**

#### **Made In America** *Bantam*

Meet a genuine American folk hero cut from the homespun cloth of America's heartland: Sam Walton, who parlayed a single dime store in a hardscrabble cotton town into Wal-Mart, the largest retailer in the world. The undisputed merchant king of the late twentieth century, Sam never lost the common touch. Here, finally, inimitable words. Genuinely modest, but always sure of his ambitions and achievements. Sam shares his thinking in a candid, straight-from-the-shoulder style. In a story rich with anecdotes and the "rules of the road" of both Main Street and Wall Street, Sam Walton chronicles the inspiration, heart, and optimism that propelled him to lasso the American Dream.

#### **Sony - a Japanese Company Going Global** *GRIN Verlag*

Seminar paper from the year 2002 in the

subject Business economics - Business Management, Corporate Governance, grade: 1,0 (A), Hamburg University of Applied Sciences, course: Int. Management/Culture- and Social Studies, 7 entries in the bibliography, language: English, abstract: "It's a Sony " - When looking around in your household you will probably see that this once used advertisement slogan in fact is true. No matter if television, radio, video recorder or Walkman - the name Sony is one of the most recognized brands on electronic entertainment devices. No surprise that the Sony corporation is one global player in electronic business. It is a leading manufacturer of audio, video, communications, and information technology for consumer and professional markets world-wide. The company, headquartered in Tokyo, in March 2002 employed 168,000 people all over the world. In 1946, when the two founders of Sony, the Japanese electrical engineers Masaru Ibuka and Akio Morita, decided to create their own company in Tokyo, they started with 20 employees. In the past there were a lot of companies who conjured their subsidiaries out of nothing, and this is where often they very soon returned to. In contrast, the Sony corporation gave an impression on what is possible with the proper strategy. This impressive story of global success was only possible through a unique vision that was influenced a lot by Japanese habits and culture, by the way of operating and doing things "the Japanese way." What is so special about the Japanese way? How did the Sony corporation and especially Akio Morita, who could undoubtedly be seen as the uncrowned head of the company, successfully manage to transfer it to subsidiaries world-wide? In my opinion,

many aspects of the Sony strategy and philosophy could also be transferred to many Western companies today. To investigate all these aspects was the goal of this work.

### **Matsushita Leadership** *Simon and Schuster*

He was one of the most inspirational role models of all time. Thrown into poverty at age four, Konosuke Matsushita (Mat-SOSH-ta) struggled with the early deaths of family members, an apprenticeship which demanded sixteen-hour days at age nine, all the problems associated with starting a business with neither money nor connections, the death of his only son, the Great Depression, the horror of World War II in Japan, and more. Yet John P. Kotter shows in this fascinating and instructive book how, instead of being ground down by these hardships, Matsushita grew to be a fabulously successful entrepreneur and business leader, the founder of Japan's General Electric: the \$65 billion a year Matsushita Electric Corporation. His accomplishments as a leader, author, educator, philanthropist, and management innovator are astonishing, and outshine even Soichiro Honda, J.C. Penney, Sam Walton, and Henry Ford. In this immensely readable book, Kotter relates how Matsushita created a large business, invented management practices that are increasingly being used today, helped lead his country's economic miracle after World War II wrote dozens of books in his latter years, founded a graduate school of leadership, created Japan's version of a Nobel Prize, and gave away hundreds of millions to good causes. The Matsushita story expands our notion of the possible, even for a sickly youngster who did not have the benefit of a privileged background,

education, good looks, or a charismatic presence. It tells us much about leadership, entrepreneurship, a drive for lifelong learning, and their roots. It demonstrates the power of a longterm outlook, idealistic goals, and humility in the face of great success. Matsushita Leadership is both a biography and a set of lessons for careers and corporations in the 21st century. An inspirational story and a business primer, the implications are powerful, for organizations and for living a meaningful life.

### **Made in Japan**

#### **Akio Morita et Sony** *Robert Laffont*

Made in Japan : comment un jeune ingénieur en physique et en électronique a fait passer SONY d'une petite usine artisanale à un groupe de dimension multinationale avec 50 000 employés et des filiales dans de nombreux pays d'Europe et d'Amérique. Made in Japan, c'est aussi l'histoire des inventions qui ont émerveillé le monde et révolutionné les loisirs, depuis le premier poste récepteur-radio transistorisé, en 1955, jusqu'au tout récent lecteur de disques compacts portable, en passant par le premier téléviseur transistorisé, le fabuleux Walkman inventé par Morita lui-même en 1979, et la première caméra à magnétoscope incorporé 8 mm. Made in Japan, c'est encore l'histoire des batailles menées par Morita pour imposer ses inventions dans le monde malgré une concurrence effrénée et des lois contraignantes. Made in Japan, c'est la philosophie d'un capitaine d'industrie pour qui l'homme est le capital suprême et l'entreprise, le creuset où doit se forger, entre tous les membres du personnel, une communauté de destins. Made in Japan, c'est le premier livre écrit par un grand patron japonais. Le Japon

moderne fait homme.

## **Sony: The Company and Its Founders**

### **The Company and Its Founders** *ABDO*

This title examines the remarkable lives of Masaru Ibuka and Akio Morita and their work building electronics and entertainment company Sony. Readers will learn about each founder's background and education, as well as his early career. Also covered is a look at how Sony operates, issues the company faces, its successes, and its impact on society. Color photos and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

### **The Gambler**

### **How Penniless Dropout Kirk Kerkorian Became the Greatest Deal Maker in Capitalist History** *HarperCollins*

NATIONAL BESTSELLER "Offers an entertaining look at Kerkorian's outsize life... an interesting portrait of a billionaire." – Wall Street Journal The rags-to-riches story of one of America's wealthiest and least-known financial giants, self-made billionaire Kirk Kerkorian—the daring aviator, movie mogul, risk-taker, and business tycoon who transformed Las Vegas and Hollywood to become one of the leading financiers in American business. Kerkorian combined the courage of a World War II pilot, the fortitude of a scrappy boxer, the cunning of an

inscrutable poker player and an unmatched genius for making deals. He never put his name on a building, but when he died he owned almost every major hotel and casino in Las Vegas. He envisioned and fostered a new industry—the leisure business. Three times he built the biggest resort hotel in the world. Three times he bought and sold the fabled MGM Studios, forever changing the way Hollywood does business. His early life began as far as possible from a place on the Forbes List of Billionaires when he and his Armenian immigrant family lost their farm to foreclosure. He was four. They arrived in Los Angeles penniless and moved often, staying one step ahead of more evictions. Young Kirk learned English on the streets of L.A., made pennies hawking newspapers and dropped out after eighth grade. How he went on to become one of the richest and most generous men in America—his net worth as much as \$20 billion—is a story largely unknown to the world. That's because what Kerkorian valued most was his privacy. His very private life turned to tabloid fodder late in life when a former professional tennis player falsely claimed that the eighty-five-year-old billionaire fathered her child. In this engrossing biography, investigative reporter William C. Rempel digs deep into Kerkorian's long-guarded history to introduce a man of contradictions—a poorly educated genius for deal-making, an extraordinarily shy man who made the boldest of business ventures, a careful and calculating investor who was willing to bet everything on a single roll of the dice. Unlike others of his status and importance, Kerkorian made few public appearances and strenuously avoided personal publicity. His friends and associates, however, were some of the

biggest names in business, entertainment, and sports—among them Howard Hughes, Ted Turner, Steve Wynn, Michael Milken, Cary Grant, Frank Sinatra, Barbra Streisand, Elvis Presley, Mike Tyson, and Andre Agassi. When he died in 2015 two years shy of the century mark, Kerkorian had outlived many of his closest friends and associates. Now, Rempel meticulously pieces together revealing fragments of Kerkorian's life, collected from diverse sources—war records, business archives, court documents, news clippings and the recollections and recorded memories of longtime pals and relatives. In *The Gambler*, Rempel illuminates this unknown, self-made man and his inspiring legacy as never before.

### **Ask Iwata**

#### **Words of Wisdom from Satoru Iwata, Nintendo's Legendary CEO** *VIZ Media LLC*

Satoru Iwata was the global president and CEO of Nintendo and a gifted programmer who played a key role in the creation of many of the world's best-known games. He led the production of innovative platforms such as the Nintendo DS and the Wii, and laid the groundwork for the development of the wildly successful Pokémon Go game and the Nintendo Switch. Known for his analytical and imaginative mind, but even more for his humility and people-first approach to leadership, Satoru Iwata was beloved by game fans and developers worldwide. In this motivational collection, Satoru Iwata addresses diverse subjects such as locating bottlenecks, how success breeds resistance to change, and why programmers should never say no. Drawn from the "Iwata Asks" series of

interviews with key contributors to Nintendo games and hardware, and featuring conversations with renowned Mario franchise creator Shigeru Miyamoto and creator of EarthBound Shigesato Itoi, Ask Iwata offers game fans and business leaders an insight into the leadership, development, and design philosophies of one of the most beloved figures in gaming history. -- VIZ Media

### **Big Bets**

#### **Decisions and Leaders That Shaped Southern Company**

Big Bets are pivotal decisions leaders make when the stakes are high—decisions that forge a successful path or retrieve a lost cause at a critical crossroads. Big bets can determine a company's destiny and reshape its future. Some had to deal with adversity at every turn. Some had to envision a different future to seize new opportunities. All had to make critical decisions when the moment mattered most. This is their story, the story of the dreams they pursued, the troubles they encountered, and the big bets they made.

#### **Personal Stereo** *Bloomsbury Publishing USA*

Rebecca Tuhus-Dubrow investigates the Walkman's influence on public space, our relationship to electronic personal devices, and the fears and exhilaration induced by new technologies (as well as the nostalgia attached to old ones).

### **The Snowball**

#### **Warren Buffett and the Business of Life** *A&C Black*

Shortlisted for the Financial Times and Goldman Sachs Business Book of the

Year Prize 2008 *The Snowball* is the first and will be the only biography of the world's richest man, Warren Buffett, written with his full cooperation and collaboration. Combining a unique blend of "The Sage of Omaha's" business savvy, life story and philosophy, *The Snowball* is essential reading for anyone wishing to discover and replicate the secrets of his business and life success. Warren Buffett is arguably the world's greatest investor. Even as a child he was fascinated by the concept of risk and probability, setting up his first business at the age of six. In 1964 he bought struggling Massachusetts textile firm Berkshire Hathaway and grew it to be the 12th largest corporation in the US purely through the exercise of sound investing principles - a feat never equalled in the annals of business. Despite an estimated net worth of around US\$62 billion, Buffett leads an intriguingly frugal life taking home a salary of only £50,000 a year. His only indulgence is a private jet, an extravagance he wryly acknowledges by calling it "The Indefensible". In 2006, he made the largest charitable donation on record, with most of it going to the Bill & Melinda Gates Foundation. *The Snowball* provides a comprehensive, richly detailed insight one of the world's most extraordinary and much loved public figures.

### **Real Communication**

#### **How To Be You and Lead True** *John Wiley & Sons*

Effective communication through authentic leadership A rapidly evolving workplace and disruptive technologies have created a growing demand for transparency and authenticity in communication from business leaders.

Yet many decision-makers find themselves far behind the curve when it comes to understanding and meeting the evolving expectations of employees and customers. *Real Communication: How to Be You and Lead True* reveals how to guide and communicate in a way that is authentic and will help business leaders truly connect and engage with their teams, customers, and coworkers.

- Communicate more effectively
- Improve employee engagement
- Manage organisational changes
- Help teams cope with change

When employees trust their leaders, businesses thrive. In *Real Communication* you will find everything you need to implement new strategies, instill core values, and cultivate engagement.

#### **Trump: The Art of the Deal** *Ballantine Books*

President Donald J. Trump lays out his professional and personal worldview in this classic work—a firsthand account of the rise of America's foremost deal-maker. "I like thinking big. I always have. To me it's very simple: If you're going to be thinking anyway, you might as well think big."—Donald J. Trump Here is Trump in action—how he runs his organization and how he runs his life—as he meets the people he needs to meet, chats with family and friends, clashes with enemies, and challenges conventional thinking. But even a maverick plays by rules, and Trump has formulated time-tested guidelines for success. He isolates the common elements in his greatest accomplishments; he shatters myths; he names names, spells out the zeros, and fully reveals the deal-maker's art. And throughout, Trump talks—really talks—about how he does it. *Trump: The*

Art of the Deal is an unguarded look at the mind of a brilliant entrepreneur—the ultimate read for anyone interested in the man behind the spotlight. Praise for Trump: The Art of the Deal “Trump makes one believe for a moment in the American dream again.”—The New York Times “Donald Trump is a deal maker. He is a deal maker the way lions are carnivores and water is wet.”—Chicago Tribune “Fascinating . . . wholly absorbing . . . conveys Trump’s larger-than-life demeanor so vibrantly that the reader’s attention is instantly and fully claimed.”—Boston Herald “A chatty, generous, chutzpa-filled autobiography.”—New York Post

### **The Rules of Management**

#### **A Definitive Code for Managerial Success** *Pearson Education*

Would you like to be one of those managers who glides effortlessly onwards and upwards through the system, the politics, the people problems, the impossible targets and the work overload? Would you like to always say the right thing, do the right thing and know how to handle every situation. Then you need this book.

### **Home, Sweet Tokyo**

#### **Life in a Weird and Wonderful City** *Kodansha Amer Incorporated*

#### **From a 500-dollar Company to a Global Corporation**

#### **The Growth of Sony** *Carnegie Mellon University Press*

### **Sol Price**

### **Retail Revolutionary and Social**

### **Innovator** *Ingram*

"Sol Price: Retail Revolutionary and Social Innovator, recounts the extraordinary life of a man who profoundly impacted the shopping habits of consumers in the United States and throughout much of the world. Written by Sol's son Robert Price, this narrative--part biography and part memoir--provides a unique insight into his father's life... As a retail revolutionary, Sol's creative brilliance changed the way we shop, first with FedMart in 1954, the retail format copied by Walmart, Kmart, and Target in 1962, and then, with the Price Club, the warehouse club format adopted by Costco and Sam's Club in 1983. Self-service shopping in large florescent-lit buildings has become part of the American culture and is now the predominant mode of shopping thought most of the world" --Dust jacket.

### **Who Is Michael Ovitz?** *Penguin*

If you're going to read one book about Hollywood, this is the one. As the co-founder of Creative Artists Agency, Michael Ovitz earned a reputation for ruthless negotiation, brilliant strategy, and fierce loyalty to his clients. He reinvented the role of the agent and helped shape the careers of hundreds of A-list entertainers, directors, and writers, including Steven Spielberg, Martin Scorsese, Meryl Streep, Sean Connery, Bill Murray, Robin Williams, and David Letterman. But this personal history is much more than a fascinating account of celebrity friendships and bare-knuckled dealmaking. It's also an underdog's story: How did a middle-class kid from Encino work his way into the William Morris mailroom, and eventually become the most powerful person in Hollywood? How did an agent (even a superagent) also become a power in producing,

advertising, mergers & acquisitions, and modern art? And what were the personal consequences of all those deals? After decades of near-silence in the face of controversy, Ovitz is finally telling his whole story, with remarkable candor and insight.

## **Alibaba**

### **The House That Jack Ma Built** *HarperCollins*

In just a decade and half Jack Ma, a man who rose from humble beginnings and started his career as an English teacher, founded and built Alibaba into the second largest Internet company in the world. The company's \$25 billion IPO in 2014 was the world's largest, valuing the company more than Facebook or Coca Cola. Alibaba today runs the e-commerce services that hundreds of millions of Chinese consumers depend on every day, providing employment and income for tens of millions more. A Rockefeller of his age, Jack has become an icon for the country's booming private sector, and as the face of the new, consumerist China is courted by heads of state and CEOs from around the world. Granted unprecedented access to a wealth of new material including exclusive interviews, Clark draws on his own first-hand experience of key figures integral to Alibaba's rise to create an authoritative, compelling narrative account of how Alibaba and its charismatic creator have transformed the way that Chinese exercise their new found economic freedom, inspiring entrepreneurs around the world and infuriating others, turning the tables on the Silicon Valley giants who have tried to stand in his way. Duncan explores vital questions about the company's past, present, and future: How, from

such unremarkable origins, did Jack Ma build Alibaba? What explains his relentless drive and his ability to outsmart his competitors? With over 80% of China's e-commerce market, how long can the company hope to maintain its dominance? As the company sets its sights on the country's financial and media markets, are there limits to Alibaba's ambitions, or will the Chinese government act to curtail them? And as it set up shop from LA and San Francisco to Seattle, how will Alibaba grow its presence and investments in the US and other international markets? Clark tells Alibaba's tale within the wider story of China's economic explosion—the rise of the private sector and the expansion of Internet usage—that have powered the country's rise to become the world's second largest economy and largest Internet population, twice the size of the United States. He also explores the political and social context for these momentous changes. An expert insider with unrivaled connections, Clark has a deep understanding of Chinese business mindset. He illuminates an unlikely corporate titan as never before, and examines the key role his company has played in transforming China while increasing its power and presence worldwide.

### **Guide to Management Ideas and Gurus** *John Wiley & Sons*

Good management is a precious commodity in the corporate world. Guide to Management Ideas and Gurus is a straight-forward manual on the most innovative management ideas and the management gurus who developed them. The earlier edition, Guide to Management Ideas, presented the most significant ideas that continue to underpin business management. This

new book builds on those ideas and adds detailed biographies of the people who came up with them—the most influential business thinkers of the past and present. Topics covered include: Active Inertia, Disruptive Technology, Genchi Genbutsu (Japanese for "Go and See for Yourself"), The Halo Effect, The Long Tail, Skunkworks, Tipping Point, Triple Bottom Line, and more. The management gurus covered include: Dale Carnegie, Jim Collins, Stephen Covey, Peter Drucker, Philip Kotler, Michael Porter, Tom Peters, and many others.

### **The Emptiness of Japanese Affluence** *Routledge*

This work aims to show that Japan even at its height of success, while the successful version of capitalism was blighted at its core, being unsustainable. This revised edition features an introduction which gives an analysis of Japan's contemporary crisis.

### **The Future of Labor-management Cooperative Programs**

#### **A Sensible Perspective**

#### **Tiny Cat Chronicle** *Books*

Just when it seemed pets couldn't get any more adorable, we discovered Tiny Cat. Direct from Japan, this is the sweetest—and smallest—pet around. It is size of a macaron, and its mischievous adventures in a full-size world are chronicled in the pages of this ebook. Animal lovers of any size will enjoy following along as Tiny Cat encounters everyday objects like a strawberry, a ball of yarn, a rubber ducky, and more. The resulting cuteness knows no limits!

#### **The Ascent of Man** *Turtleback*

An account of the history and philosophy of science drawn from the BBC television series created by Dr. Bronowski

### **The Mastery Quadrant**

#### **The Learning Technique Used by Masters to Develop Deep Expertise**

What makes some people so much better than others? Why are some people so much more efficient, and able to deliver better results, in less time and with lower effort? These people appear to have some form of (un)fair advantages, which allow them to sail through life while the rest of us struggle. What are these (un)fair advantages and why are they limited to such a small group of people? Are these (un)fair advantages the privilege of a special few, who have been born with natural talents, special gifts or in the right environment? Or are these (un)fair advantages the result of the right kind of effort, that can be developed by anyone willing to put in the work? Most importantly, can you develop these (un)fair advantages too? This book seeks to address these very questions, by examining how the very top performers (i.e. masters) across a wide range of disciplines went about developing their skills, and how this differs dramatically from how average people learn the same subject. The Mastery Quadrant helps explain the superior skill development framework—almost universally followed by the masters and ignored by the masses—that leads to substantially stronger learning foundations and helps explain the (un)fair advantages of masters. The framework defines 4 distinct quadrants, each of which are essential steps towards building expertise in virtually any skill. The Mastery Quadrant framework is nothing

but a superior learning technique, developed by emulating the learning process followed by the masters. This framework is universally applicable and can help improve the efficiency at which you operate, for virtually any skill or level of expertise. The framework can help you become a better person, cook, parent, employee, entrepreneur, sportsmen or artist. By following the Mastery Quadrant framework, a little additional effort at the start will lead to a substantial difference in your longer-term efficiency, providing you with similar (un)fair advantages as the masters. Stop trying to compete in a fair competition, when you can compete in an (un)fair one instead! Just make sure that you are the one with the (un)fair advantages, instead of the other way around. Discover how by downloading your copy today!

## Shoe Dog

### **A Memoir by the Creator of Nike** *Simon and Schuster*

In this instant and tenacious New York Times bestseller, Nike founder and board chairman Phil Knight “offers a rare and revealing look at the notoriously media-shy man behind the swoosh” (Booklist, starred review), illuminating his company’s early days as an intrepid start-up and its evolution into one of the world’s most iconic, game-changing, and profitable brands. Bill Gates named *Shoe Dog* one of his five favorite books of 2016 and called it “an amazing tale, a refreshingly honest reminder of what the path to business success really looks like. It’s a messy, perilous, and chaotic journey, riddled with mistakes, endless struggles, and sacrifice. Phil Knight opens up in ways few CEOs are willing to do.” Fresh out of business school, Phil

Knight borrowed fifty dollars from his father and launched a company with one simple mission: import high-quality, low-cost running shoes from Japan. Selling the shoes from the trunk of his car in 1963, Knight grossed eight thousand dollars that first year. Today, Nike’s annual sales top \$30 billion. In this age of start-ups, Knight’s Nike is the gold standard, and its swoosh is one of the few icons instantly recognized in every corner of the world. But Knight, the man behind the swoosh, has always been a mystery. In *Shoe Dog*, he tells his story at last. At twenty-four, Knight decides that rather than work for a big corporation, he will create something all his own, new, dynamic, different. He details the many risks he encountered, the crushing setbacks, the ruthless competitors and hostile bankers—as well as his many thrilling triumphs. Above all, he recalls the relationships that formed the heart and soul of Nike, with his former track coach, the irascible and charismatic Bill Bowerman, and with his first employees, a ragtag group of misfits and savants who quickly became a band of swoosh-crazed brothers. Together, harnessing the electrifying power of a bold vision and a shared belief in the transformative power of sports, they created a brand—and a culture—that changed everything.

## Made in Japan

### **100 New Products** *Merrell Pub Limited*

‘Made in Japan’ is a simple phrase, but one full of meaning. From kettles and cutlery to chairs, Japan creates some of the most innovative, elegant, whimsical and well-made objects in the world. Combining high aesthetic standards with cutting-edge technology, many of these designs turn everyday items into

functional works of art that would look as good in a museum as on a kitchen counter. Made in Japan surveys 100 of the country's recent design triumphs, among them furnishings, utensils, gadgets, clothing, office equipment and even a silent guitar. While the book features mainly mass-produced objects,

it also includes one-off prototypes and limited-edition items that are immensely popular in Japan. Created specifically for the Japanese consumer, these products reflect the way people live, work and play in a country that prizes highly both exceptional craftsmanship and industrial perfection.