



Intercultural Organizational Communication: Five Corporate Cases in Japan

Lisbeth Clausen

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"This book addresses cross-cultural issues in business communication between corporate headquarters in Denmark and subsidiaries and alliance partners in Japan. Japan is an important and interesting market for Danish companies, as it is a highly profitable one and the quality expectations of Japanese consumers mean that products accepted in Japan are quality-stamped worldwide. Experience in the Japanese market also provides an advantageous stepping stone with respect to the rapidly developing Chinese market. Nevertheless, cultural issues and the complexities of penetrating the Japanese market provide substantial challenges for Danish companies. This book presents and analyzes the cultural lessons learned from the perspective of both Danish headquarters and their Japanese subsidiaries and alliance partners. The book is targeted at bachelor, master and MBA students in cross-cultural communication and management. Business professionals will also find inspiration and interesting insights applicable to their own organizations concerning the management of cross-cultural communication between headquarters and subsidiary/alliances."

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