



New APO publication



CORPORATE BRAND MANAGEMENT

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Brand management has a long history. The initial thrust to penetrate the global market by Japanese companies was based on price competitiveness through the mass production of goods and services. As standards of living improved and consumers became more sophisticated, however, there was a strategic shift to producing quality goods and services. “Made in Japan” became synonymous with quality and reliability. Brand management has since made great strides worldwide, and was the theme of the Top Management Forum held in Kyoto, Japan, in March 2006. This publication is a compilation of eight presentations made at that forum by distinguished speakers from Japan on how to manage brands to add value to business and offer quality to customers.

In the introduction to this book, then Director of the Research and Planning Department of the APO Secretariat Takuki Murayama, says “a strong brand will give a corporation the cutting edge it needs to survive” and “managing a corporate brand is not simply about projecting the visual identity of a corporation through a logo or slogan. It is about winning a battle, an arduous and challenging one to be sure, especially with the brand itself serving a dual and seemingly contradictory purpose as an ultimate weapon, and at the same time as the most precious but fragile possession...”

The publication provides readers with an opportunity to share the experiences of Japanese corporations in managing corporate brands and gain insights on how they have made efforts in establishing and managing those brands. The presentations included in this publication are:

- Improving Corporate Value and Brand Power, by Shinji Fukukawa, Chairman, TEPIA, Machine Industry Memorial Foundation
- Disclosure of Information on Intellectual Property: Current Situation and Issues, by Yoshiko Shibasaki, Manager, Intellectual Property Services Office, KPMG AZSA & Co.
- New Value Creation through Dreams and Aspirations, by Takeo Fukui, President and CEO, Honda Motor Co., Ltd.
- The Wacoal Brand Sets Out to Expand Globally, by Tadashi Yamamoto, Corporate Officer/General Manager, International Operations, Wacoal Corp.
- The Matsushita Electric Global Brand Strategy, by Shinichi Takano, General Manager, Brand Management Office, Matsushita Electric Industrial Co., Ltd.
- The Social Role of Life Insurance, by Katsutoshi Saito, President, Dai-ichi Mutual Life Insurance Company
- Tokyo Disney Resort's Brand Strategy, by Yasushi Tamaru, Officer, Theme Park Business Supervision, Oriental Land Co., Ltd.
- Learning from Émile Gallé's Art, by Hiroshi Suda, Adviser, Central Japan Railway Company

This publication is available both in hard copy and in e-edition on the APO's Web site.

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