



Productivity Series 30

PRACTICAL PRODUCTIVITY ANALYSIS FOR INNOVATIVE ACTION

by Toru Sase

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Productivity enhancement is central to the business improvement and competitiveness of an enterprise. For effective and innovative actions to be undertaken for increasing productivity, the latter's performance will first have to be analyzed for both weaknesses and strengths. Moreover, the analysis of productivity cannot be accomplished by employing empirical methods alone; it also requires a dynamic and passive analysis of both the managerial activity behind it and the business climate in general.

The author of this new APO publication, Toru Sase, a prominent management consultant in Asia, has offered "Productivity Analysis for Innovative Action" or PAIA as an effective holistic tool for productivity analysis as it combines both qualitative and quantitative approaches from the perspective of overall business management. It also proposes that in order to be truly innovative, action must focus on extending the strengths of a business rather than concentrating on improving weakness.

This book is ideal for use as a manual in workshops on corporate productivity analysis.



EMBRACING E-COMMERCE

A New Challenge for Business

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The Internet is revolutionizing the way business is done; it is changing our perception of trade, markets, products and services, intellectual property, and public policy, to name a few. E-commerce, the use of the Internet for conducting business, has become a key strategy for an increasing number of firms, especially in the developed world. While this is taking place, there is a growing concern that the developing countries are falling behind in IT utilization for their social and economic development, and that the digital divide between these two groups of countries is widening. There is a great need for companies in developing countries to quickly develop and improve their capabilities to use IT for business, for increasing productivity and for providing better services to their customers.

In January 2001, the APO organized in Japan the Seminar on E-commerce to help its member countries harness the opportunities provided by the IT revolution through learning from the host country and from each other's experiences. This publication is a report on the proceedings of the seminar. It includes the resource papers and country papers presented at the meeting. It provides a useful reference text for companies considering the adoption of e-commerce as a new business strategy.

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