



Management of Service Businesses in Japan (Japanese Management and International Studies)

Yasuhiro Monden

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With the service industry taking up the largest portion of its GDP, Japan has much to share in the area of managing service industry. This book explores and elucidates the unique management styles in non-manufacturing industries or service industries in contemporary Japan, both practically and theoretically through case studies. These specially selected cases are the management of the world No.1 convenience store chain of Seven-Eleven, the sales finance business and auto sales business of Toyota, application of TPS (Toyota Production System) to life insurance company, performance evaluation of local government, BSC (balance scorecard) in local government hospitals, cost and pricing policy of telecommunication company, Japanese-style "hospitality" in the retail industry, service level agreement (SLA) in IT and shared service companies, and ICT (Information & Communication Technology) applied to BPN (Business Process Network) of service industry.

The analyses presented in this book were carefully laid out in regard to the business in general. It will be useful for business practitioners in service industry and beneficial to the scholars, students or general readers interested in this area.

Readership: Researchers, graduates and undergraduates in business management, MBA, and service management courses; General public interested in the service industry; Professionals in marketing, service management and managerial accounting.

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