



Innovation and Dynamics in Japanese Retailing: From Techniques to Formats to Systems

H. Meyer-Ohle

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Japanese retailing has long been regarded as traditional or even backwards, when in reality it has constantly demonstrated its innovativeness and dynamism. This book highlights these developments by looking at: innovations and underlying driving forces; responses of Japanese retailers to deregulation; increasing competition; changes in consumer behaviour; and internationalization during the 1990s. All of these factors are analyzed through a thorough investigation of innovative activity from the 1950s onwards.

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