The extraordinary success of Applied Materials Japan -- hailed by George Bush on the campaign trail in 1988 as "a model for all America" -- is testimony to the valuable lessons to be learned from this book. The Morgans provide a clearly written, step-by-step framework for reorienting company thinking, revising corporate strategy, and revitalizing any organization for world class competitiveness. Global business today is played by new rules -- many of which are being written by the Japanese and their remarkably successful companies. Because the Japanese are redefining business as we know it, Western companies expecting to profit from the new global marketplace must first learn to compete and succeed against the Japanese in Japan. In the global system, states pursue different strategies to fulfill their different respective perceived interests. One's values greatly shape one's interests. The free world is based on liberal political and economic values. International Political Economy: State-Market Relations in a Changing Global Order State Power and World Markets: The International Political Economy The Architecture of Markets The Moral Consequences of Economic Growth. Robert For. Gilpin. New York: Basic Books, 1990; Chalmers Johnson, "How to Think about Economic Competition From Japan," in Kenneth Pyle, ed., The Trade Crisis: How Will Japan Respond? Cracking the Japanese Market: Strategies for Success in the New Global Economy Hardcover April 4, 1991. by James Morgan (Author). See all formats and editions. This book embodies the experience of a firm that learned to compete in that market and succeed. - - Review. About the Author. James C. Morgan is chairman and chief executive officer of Applied Materials, Inc., the world's largest independent manufacturer of semiconductor equipment. In the long run, the Japanese have discovered new global trade routes and strategies that history will look back upon favorably. In the short run, the fallout of these discoveries is painful to the United States. If fault is to be meted out, it is likely that America would take the lion's share. Find many great new & used options and get the best deals for Cracking the Japanese Market: Strategies for Success in the New Global Economy by James Morgan (2007, Trade Paperback) at the best online prices at eBay! Free shipping for many products! Because the Japanese are redefining business as we know it, Western companies expecting to profit from the new global marketplace must first learn to compete and succeed against the Japanese in Japan. Cracking the Japanese Market: Strategies for Success in the New Global Economy. By James Morgan. Ratings. Global business today is played by new rules -- many of which are being written by the Japanese and their remarkably successful companies. Because the Japanese are redefining business as we know it, Western companies expecting to profit from the new global marketplace must first learn to compete and succeed against the Japanese in Japan.