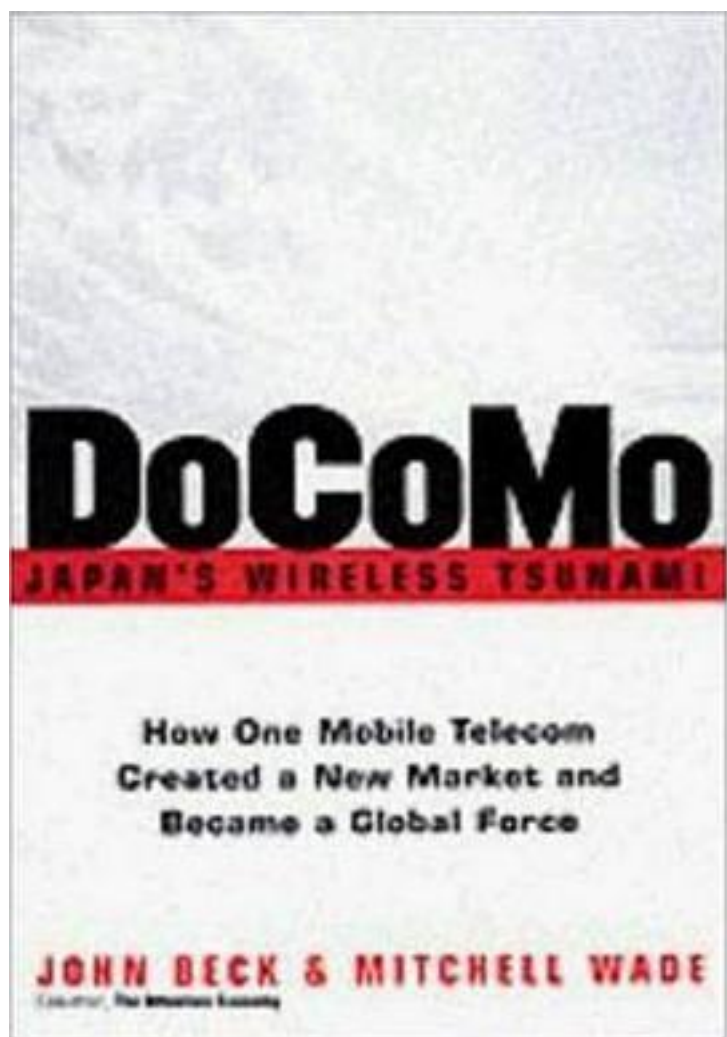


DoCoMo - Japan's Wireless Tsunami



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"Almost a quarter century after their core management principles put them in nearly

unassailable positions of market dominance, Japanese firms like Toyota, Sony, and Honda are still the standards to which other corporations aspire. Today, Japan's NTT DoCoMo is on the verge of attaining equal stature. DoCoMo is the world's second - largest mobile phone operator and, with its I-mode system, the first to roll out real, viable third - generation applications like Internet - ready mobile phones. This quantum leap in technology will very soon change the way we all send and receive information, from e-mail, paging, and voice to graphic business applications and entertainment. But DoCoMo's success came not as a result of following the hard-and-fast models of its illustrious predecessors. In fact, it is much more a reflection of the ability of DoCoMo's management to carve out a creative niche within the confines of legendarily traditional Nippon Telephone and Telegraph. Beck (co-author, The Attention Economy) and Accenture senior consultant Wade examine the enormous risks that DoCoMo took in pursuing a "bleeding edge" technology which analysts thought was superfluous, and how their daring almost single - handedly brought an entire global market into existence. This extraordinary story and the simple, powerful management themes ingrained in it that will drive companies the world over to emulate DoCoMo as they did the previous giants of Japanese industry."

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书评

The DoCoMo story is about an unlikely rise of a company that ruled the Japanese mobile scene. Despite Japan's appetite for all things digital, they were late to embrace

the Internet age compared to their western counterparts. In the book, this was said to b...

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