

HOW CANON GOT ITS FLASH BACK



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"Fujio Mitarai is one of the ablest, most clear-sighted corporate chieftains in the global economy today. Whether cutting unprofitable businesses, pursuing precedent-breaking partnerships or pushing path-breaking manufacturing innovations, Mitarai has immensely improved Canon's financial condition. This must-read book details how Mitarai achieved great success in a most difficult environment." - Steve Forbes, President & CEO, Forbes Inc. How Canon Got Its Flash Back is a fascinating book that show how one blue-chip tech company is riding out the bad times in style. While the earnings of most Japanese tech companies have gone up and down over the past decade, Canon's growth has held steady. This book discusses the East-West style management strategies of its current president Fujio Mitarai (nephew of the founder, Takeshi Mitarai) that have turned Canon into a winner despite an increasingly dreary global economy. Mitarai was chosen as one of the world's top 25 managers in 2001 by leading US magazine BusinessWeek. Since taking office in 1995, Mitarai was viewed as a model for executives of large corporation throughout the world.

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