

Comeback, case by case: Building the resurgence of American business



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Six years ago Harvard professor Ezra E Vogel first awakened the world to the scope of Japan's success in "his landmark book Japan as Number One.

Now, in Comeback, Vogel breaks new ground by spelling out what America must do to make our economy once again number one.

Going well beyond the fixed and by now tired notion that Japanese achievement is due to ethnic or cultural traits, management techniques and submissive attitudes toward authority, Vogel shows how the government and business leaders achieved broad cooperation in developing national strategies. Comeback offers case studies which detail these achievements and others in America that parallel the Japanese stories of cooperation and have resulted in the same kinds of significant successes. Vogel looks at the sensible management of the declining Japanese coal-mining industry and the Japanese handling of shipbuilding alongside our NASA moon voyages and the pioneering regional plan for an economic and business center in the North Carolina Research Triangle. The American success stories are bipartisan programs which make clear the crucial need for business, government and labor coordination if the United States is to respond adequately to the

economic challenges that come from abroad and reestablish its pre-eminence. America has its own style of bipartisan cooperation and strategy. What it now needs is a focus on international competitiveness.

Comeback describes a sensible.

flexible and dynamic course that we can take to succeed--a course between an absolute free market and rigid state control. The strategies require a lean government that works cooperatively with the private sector to respond quickly and flexibly to challenges in world competition. Vogel demystifies the source of Japanese success and provides a framework for achieving long-term economic leadership by thinking ahead.

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