

## TAKING CHARGE IN JAPAN

by Thomas J. Nevins author of LABOR PAINS AND THE GAJJIN BOSS, a popular handbook for expatriate executives in Japan since it was published by The Japan Times in 1984.

TAKING CHARGE IN JAPAN is also published by The Japan Times. 300pp., 265 x 190mm, hard cover, ¥5,150.

Mr. Nevins is a leading expert on Japanese Rules of Employment and personnel policy and practices. He shares with you the knowledge and experience he has gained in Japan since 1972 working as a researcher with Cornell University and the Japan Institute of Labor and, since 1978, as president and founder of TMT Inc., a leading Executive Search and Personnel Policy consulting firm in Japan.

"I have written 'TAKING CHARGE IN JAPAN' with the object of sharing the insights I have gained while helping many foreign-capitalized companies in Japan overcome their productivity and personnel problems. I believe this book will help you avoid the costly mistakes others have made before you. If you are interested in increasing productivity and sales, saving money, and showing a better P & L from next year, be sure to read this book!"

You know that managing a department or a company in Japan is not easy for an expatriate executive. It's not easy for Japanese managers either but at least they have the advantage of knowing the language, the culture and have the business and social connections to help them when they need it.

TAKING CHARGE IN JAPAN will help to give expatriates an equal opportunity to compete with Japanese companies by equipping you with invaluable "inside" information and knowledge. Reading this book will help you run your company better, will help you to function in the Japanese business environment more effectively—and will help you to build your business and succeed during your term in Japan.

Mr. Nevins, who has lived in Japan since 1972 and is fluent in Japanese, has assisted many foreign-capitalized companies in the restructuring of their Rules of Employment and other policies, advised on their salary systems and retirement regulations, dealt with their problem employees, installed cost saving programs and implemented staff reduction programs (always the last resort). As a result, he has saved these companies many tens of millions of dollars in Japan. Many of these problems could have been avoided in the first place if managers had instituted appropriate and strategic Rules of Employment and management practices.

TAKING CHARGE IN JAPAN will make you aware of the potential pitfalls your company also faces in Japan—and equips you to either avoid them entirely or successfully cope with them should they occur. Every page offers sound advice. This book gives you the insights and skills necessary to carefully and cost-effectively handle many delicate personnel and management problems which are so important to your success in Japan.

TAKING CHARGE IN JAPAN is filled with useful information for foreign and Japanese executives alike. It suggests ways to increase staff productivity and succeed by taking a new, fresh look at the basic organization and structure of your business. It will help you to evaluate your company's competitive position in this country and assess your management practices, reward systems, staffing problems and corporate health in Japan. You will be inspired to take a more positive, forward-looking attitude by reviewing your existing Rules of Employment, pay practices and all the other factors that either contribute to or detract from the required level of productivity, supervisory skill, and leadership required to succeed here.

The book will likely serve as a catalyst to make some changes always using the most effective motivational tools and communication techniques available leading to increased sales and profits.

TAKING CHARGE IN JAPAN is essential reading for expatriate managers—and also your colleagues at the head office back home. Its insights can help promote better understanding and harmony between the head office and the Japan office. Isn't that worth a lot more than the price of one or, better still, several copies of this new book? Order now and you'll have them in time for Christmas!

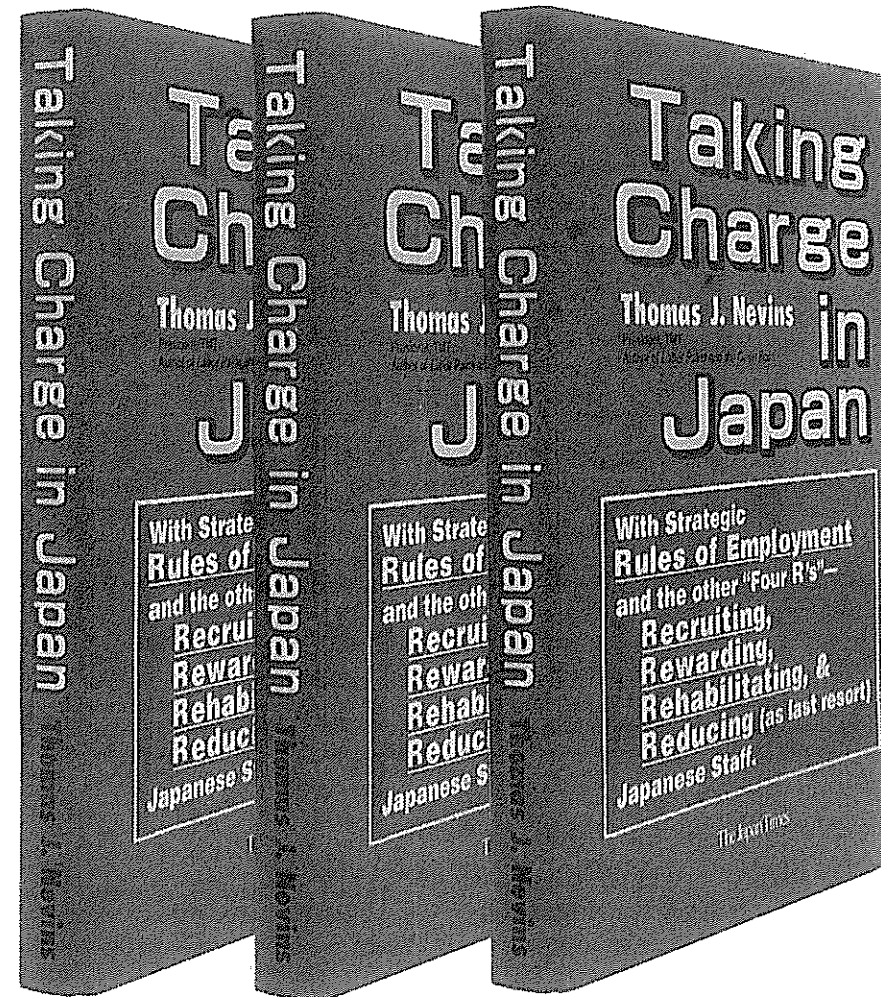


Thomas J. Nevins,  
President, TMT, Inc.  
Author Labor Pains  
and the Gaijin Boss

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