



# Honoring the Customer: Marketing and Selling to the Japanese

*Robert M. March*

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## **Honoring the Customer: Marketing and Selling to the Japanese** Robert M. March

Written by an expert who has taught and worked in Japan, it shows how to satisfy Japan's demanding and sophisticated consumers by explaining what they expect from foreign suppliers, how they evaluate goods and services, how to train and develop managers and staff to deal with them and how to set strategies for entry into the Japanese market.

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