



The Kikkoman Chronicles: A Global Company with a Japanese Soul

By Ronald E. Yates

McGraw-Hill. Hardcover. Condition: New. 224 pages. Dimensions: 9.3in. x 6.3in. x 0.8in. Combining ancient craftsmanship with modern technology and marketing innovations, Japan's Kikkoman Corporation has quietly become a 2 billion market leader. This book tells the fascinating story of how Kikkoman changed the course of international marketing, shrewdly adapting to 20th-century realities while never turning its back on centuries of tradition. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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