



# The Challenge for Japanese Multinationals: Strategic Issues for Global Management

*Hiroo Takahashi*

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**The Challenge for Japanese Multinationals: Strategic Issues for Global Management** Hiroo Takahashi  
The Challenge for Japanese Multinationals is about strategic issues of modern management from the view of global business practice.

In the 2010 issue of Fortune Magazine's top 500 Multi-National Corporations, the USA ranked number one with 139 companies. This was followed with 71 companies in Japan and 149 in the EU.

With the maturing of the domestic market, Japanese MNCs - not only in manufacturing industries but in non-manufacturing industries as well, will continue to globalize, with overseas expansion accelerating in emerging countries such as BRICs.

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