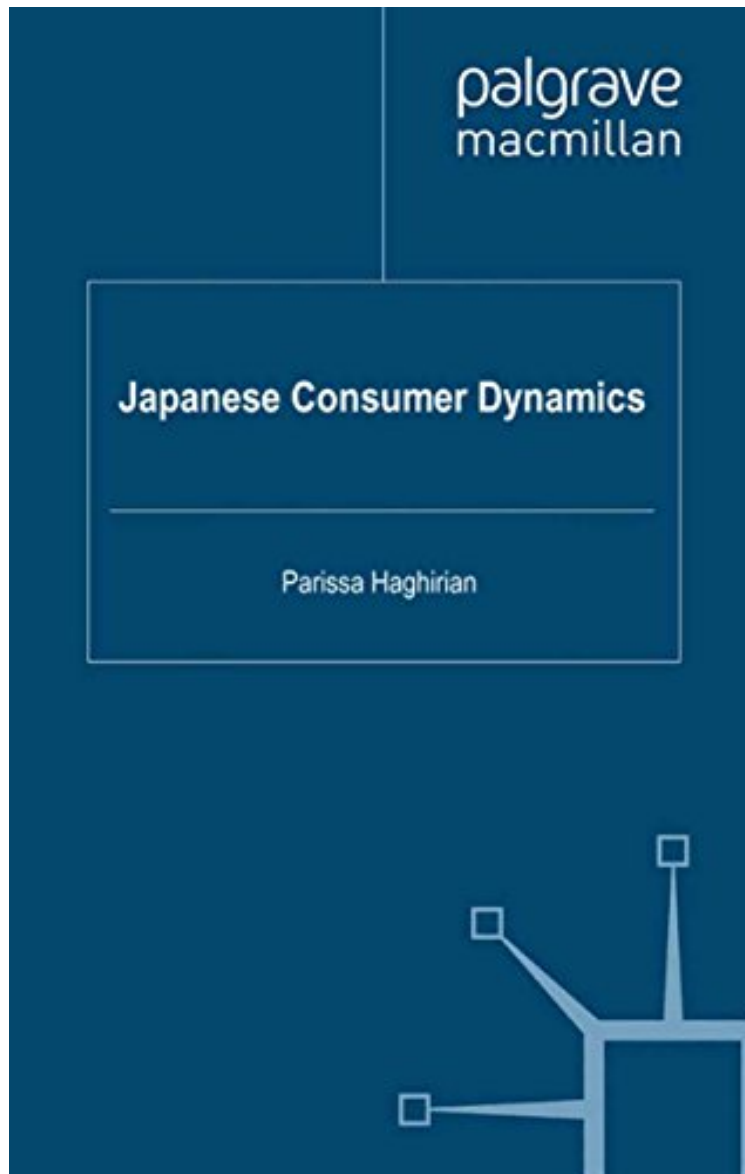


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## Japanese Consumer Dynamics

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Today Japan is still the second largest and most important consumer market in the world. This booknbsp;discusses the development of Japanese consumerism, particularities of Japanese consumer behaviour and consumer rights, new

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About the Author Dr. PARISSA HAGHIRIAN is Associate Professor of International Management at the Faculty of Liberal Arts at Sophia University in Tokyo, Japan. She is further a visiting professor at Groupe HEC in Paris, Aalto University, Keio Business School and an adjunct professor at Temple University in Tokyo. Parissa holds a Master degree in Japanese Anthropology (University of Vienna, Austria), a Master degree and a PhD in International Management (Vienna University of Business, Austria). Since joining Sophia University Dr. Haghirian has taught undergraduate, graduate and MBA level classes on the subject of Japanese business practices and researched and consulted on numerous aspects of Japanese business practices with Western and native Japanese companies in Tokyo. She has published several books and articles on the topic and is the editor of 'J-Management; Fresh Perspectives on the Japanese Firm in the 21st Century' and 'Innovation and Change in Japanese Management'