

Recent Books of Business – May 2008

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A study of important factors in brand extension / Woo-Sung Kim

Seoul : KStudy, 2007

226p.; 23cm

ISBN-13: 9788953478213

\$ 25.00

A powerful brand frequently provides the source of a company's wealth for many generations. The best brands improve with age, developing clearly defined personalities, as well as the affection and loyalty of the public. The best become parents to sub-brands and brand extensions, which give the owner a chance to exploit their values and names in new areas.

Korea Yellow Pages 2008 Special : Business to Business

Seoul : Korea Yellow Pages Ltd, 2008

1v.; 28cm

\$ 80.00

Doing It Our Way, A Sony Memoir/Norio Ohga; Translated by Brian Miller

Tokyo: International House of Japan, 2008

Xix, 123p.; 22cm

978-4-903452-11-1

\$ 29.95

Toyota's Assembly Line : A View from the Factory Floor / Ryoji Ihara

Melbourne: Trans Pacific Press, c2007

250p. 21.5cm. Includes bibliography and index

ISBN: 9781876843366 (hbk)

ISBN: 9781876843427 (pbk)

1. Toyota-Astra Motor – Management.
2. Factory management – Japan.
3. Industrial relations – Japan.
4. Assembly –line methods – Japan.
5. Employees – Effect to technological innovations on – Japan.

\$ 109.95 (hbk)

\$ 54.95 (pbk)

Anybody who is a dedicated Toyota driver and admirer of the Toyota Production System would be shocked to read of Ryoji Ihara's experience as a casual worker in a Toyota factory, Japan. As the Toyota Motor Company continues on its inexorable march to become the world's biggest and most profitable carmaker, workers on the factory floor are still making sacrifices under the appalling conditions so graphically described here. Ihara's book is both a fearless exposé and a meticulous academic study firmly situated within the context of the sociology of labor.
