



Good Risks: Discovering the Secrets to Orix s 50 Years of Success (Hardback)

By David W. Russell

John Wiley Sons (Asia) Pte Ltd, Singapore, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Get inside Japan s invisible behemoth to see the future of global business Good Risks is a fascinating insight into ORIX, a global giant whose business empire straddles the world, but which has managed to remain out of the media spotlight for half a century. Award winning author David Russell explains how this Japanese company has transcended its national identity to become a global player, and what that means for everyone else. In a series of one-on-one interviews with senior executives at ORIX companies around the world, readers gain a firsthand glimpse of the inner workings of this invisible corporate group that controls hundreds of billions of dollars. Interviews with the company President and Chairman in Tokyo provide rare insight into the thought leaders at the highest levels, and a contribution by the Chairman himself discusses the hard realities of globalization and the keys to success in the coming decade. The key concept that is lost in the Japan vs. China vs. US vs. EU battle is that the business landscape has changed drastically, making national boundaries anachronistic. Companies such as...



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