**Trappolini, D.** (2013). A Tale of Three Companies: The Survival Strategies of Sony, Hitachi, & Canon, (eds) Parissa Haghirian, Case Studies in Asian Management, World Scientific.

**Questions**

**Q1:** What is the major content of this article?

**Q2:** Describe the core nature of the Japanese business system. How is it different from your own country’s business system?

**Q3:** What is the actual status of the current Japanese electronic industry? What does it tell us?

**Q4:** Compare the survival or coping strategies of Sony, Hitachi, & Canon. Identify similarities & differences.

**Q5:** Do you think the three companies will be successful in the future? If so, why? What management advice can you provide to them if you are a management consultant working for McKinsey?