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**Sony: A Private Life: Nathan, John: 9780618126941:
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Japanese culture, dissects this fable, pulling the veil from one of the world's most successful and secretive corporations.

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SONY: The Private Life Book Report John Nathan's Sony: The Private Life is, in essence, a biography of a corporation. The term "biography" is significant here, for Nathan approaches Sony not in terms of an economic analysis but instead in terms of the personalities and life histories of the company's leaders from its founding in Japan in 1946.

SONY: The Private Life : Essay Express [7451]

Sony : the private life. [John Nathan] -- An expert on Japanese

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culture uses his access to Sony's archives to chart that company's fascinating rise from the ashes of post-war Tokyo to a major international distributor of electronics and mass ...

Sony : the private life (Book, 1999) [WorldCat.org]

SONY - The Private Life SONY - The Private Life by John Nathan . Some aspects of this book are interesting but I found the lack of information (and sometimes inaccurate information) regarding Sony's transistor radio development disappointing. The book spends a great deal of time on the relationships/politics and personalities of key Sony executives past and present.

SONY - The Private Life | SONY - The Private Life by John

...

An independent biography of the best-known corporation in the world, based on 115 interviews with all the living key players and much of the supporting cast. From its 1946 founding by Masaru

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Ibuka in the ruins of Tokyo to a company with global sales of \$50 billion, Sony's rise is an engrossing tale.

Sony: The Private Life | Foreign Affairs

In Sony: The Private Life, Nathan goes far beyond the polished exterior that Sony projects to the world; far beyond simplicity of the money that Sony made and spent. Instead he presents Sony as the complex creature that it is. The book combines interviews with Sony executives and extensive research.

Amazon.com: Customer reviews: Sony: The Private Life

By mixing interviews with Sony executives with his own insights, Nathan provides readers with a thorough and entertaining history of the company that rose out of the ashes of WWII to embody Japan ...

Nonfiction Book Review: Sony: The Private Life by John ...

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The book focuses on Sony's glory years (when the Sony

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Walkman was the cultural and business equivalent of today's iPod.) It was published before the company's recent decline, when all its business units but the Playstation division lost money and it was so desperate that it appointed its first non-japanese CEO.

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