



## Sony - a Japanese company going global

By Julian Flügge

Grin Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 212x149x12 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2002 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: 1,0 (A), Hamburg University of Applied Sciences, course: Int. Management/Culture- and Social Studies, 7 entries in the bibliography, language: English, abstract: It s a Sony! When looking around in your household you will probably see that this once used advertisement slogan in fact is true. No matter if television, radio, video recorder or Walkman the name Sony is one of the most recognized brands on electronic entertainment devices.No surprise that the Sony corporation is one global player in electronic business. It is a leading manufacturer of audio, video, communications, and information technology for consumer and professional markets world-wide.The company, headquartered in Tokyo, in March 2002 employed 168,000 people all over the world. In 1946, when the two founders of Sony, the Japanese electrical engineers Masaru Ibuka and Akio Morita, decided to create their own company in Tokyo, they started with 20 employees.In the past there were a lot of companies who conjured their subsidiaries out of nothing, and...



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