

# Assembled In Japan: Electrical Goods And The Making Of The Japanese Consumer

by Simon Partner

Assembled in Japan: Electrical Goods and the Making of the Japanese Consumer. Simon Partner. Abstract. This book investigates one of the great success stories of the twentieth century: the rise of the Japanese electronics industry. Contrary to mainstream thinking, this book claims to be an alternative economic history. Partner, Assembled in Japan: Electrical Goods and the Making of the Japanese Consumer. Berkeley: University of California Press, 1999. Pp. xiv+303. ISBN0520217926. 2 people like this topic Assembled in Japan: Electrical Goods and the Making of the Japanese Consumer. Author/Creator:

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