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Like no other, Sony is a organisation borne of very complex and intense personal relationships and beliefs. Japanese businesses are often confusing and closed off to the western way of understanding. Nathan patiently chips away the complex enamel that hides the Sony's relationship with it's favourite playgrounds: America and Europe.

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

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.

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