

*The interconnected, interactive, global economy challenges both the way we see business and the way we do business.*

# Kenichi Ohmae

Global Strategy



## HIGHLIGHTS

Author of over 100 books, including the seminal work, *The Mind of the Strategist*, Kenichi Ohmae has an unsurpassed reputation as an **advisor on global strategy** to foreign governments and scores of multinational corporations. *The Economist* selected him as one of five management gurus in the world.

His most recent book in English, *The Next Global Stage*, explores the dynamics of the new “region state,” tomorrow’s most potent economic institution, and offers businesses and governments a practical strategic blueprint for **thriving in this new environment**.

His landmark book, *The Mind of the Strategist*, provided both a conceptual framework and practical advice on integrating the “three C’s”—Customer, Competitor, and Company—in a strategic triangle that can sustain competitive advantage.

Other books include *The Borderless World* and *The End of the Nation State*.

A partner in McKinsey & Company, Inc. for twenty-three years, Dr. Ohmae **cofounded McKinsey’s strategic management practice** and directed McKinsey’s Japan and Asia Pacific operations. In 2002, he was named an advisor of Liaoning Province and Tianjin City in China.

Kenichi Ohmae is the founder and Managing Director of Ohmae & Associates and has started several other businesses. He has held a number of prestigious positions at universities around the world. Currently, he is Chancellor’s Professor of Public Policy at UCLA’s School of Public and Social Research.

## CREDENTIALS

Chancellor’s Professor of Public Policy, UCLA School of Public and Social Research

Founder & Managing Director, Ohmae & Assoc, and several other businesses

Advisor of Liaoning Province and Tianjin City in China

Distinguished Visiting Professor, Korea University and Professor Emeritus at Ewha Women’s University in Korea

Trustee & Adjunct Professor, Bond University in Australia

Dean, Kenichi Ohmae Graduate School of Management of BBT University in Japan

Member of the board, ACI (Academy Capital Investment) and IDT International

Trustee and adjunct professor, Bond University

Serves on the board of SEI (Center for Advanced Studies for Management), The Wharton School, University of Pennsylvania

Founder, Reform of Heisei, a citizen’s political movement

*Preeminent thought leader on global business strategy.*

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STRATEGY ■ GLOBALIZATION

## Global Strategy

**If patriotism is, as Dr. Johnson used to remark, the last refuge of the scoundrel, wrapping outdated industry in the mantle of national interest is the last refuge of the economically dispossessed. In economic terms, pleading national interest is the declining cottage industry of those who have been bypassed by the global economy.**



## GLOBALIZATION

Throughout his extraordinary career, Kenichi Ohmae has explored the ways that globalization is dissolving national borders and redefining the strategic business landscape. In his groundbreaking bestseller, *The Borderless World*, Ohmae coined the term ‘globalization’ and described the ways in which international business was bypassing national borders. In *The End of the Nation State*, he argued that nation-states have become inefficient, even impossible, business units in the new global economy, to be increasingly replaced by regional economies. *The Invisible Continent* described how technology was creating new platforms for generating wealth that transcended borders. In *The Next Global Stage*, Ohmae returned to his concept of “region states,” tomorrow’s most potent economic institutions, with China exemplifying its power. In all these books, his focus has been:

- ✧ What are the forces that are dissolving national borders and building new regional economies?
- ✧ How do you leverage technology and the other new platforms for growth that are replacing the old ones based on national economies?
- ✧ How do you lead a global corporation?
- ✧ What roles should governments play when nation-states no longer matter?

## *THE MIND OF THE STRATEGIST*

In his landmark book, *The Mind of the Strategist*, Ohmae concentrated on the thought processes behind Japan’s successful strategic thinking, described what strategic thinking is and offered both a conceptual framework and practical advice on its application. The key, he proposes, is integrating the three C’s—Customer, Competitor, and Company—in a strategic triangle that can sustain competitive advantage.