

# THE RESEARCH AND STUDY

(Special Issue of the Economic Review)

---

No. 17

April 1999

---

## CONTENTS

### Special Issue

Marketing by Japanese Firms

Matsushita's Export Marketing in the U. S. .... *Fumio KONDOH*

Incentive Systems in Exclusive Dealing

—A Case of Matsushita— ..... *Kenichi HIDAHA*

Manufacturer's Dilemma in Channel Partnership ..... *Yong-Hoon CHOI*

Brand-Oriented Marketing and Brand System ..... *Hyun Jung AHN*

The Early Development of Relationship Marketing in Japan

—The Case Study of Shiseido "Hanatsubaki Club"— ..... *Akiko FUJIOKA*

### Note

Japan-Korea Link Input Output Analysis :

Details of the Analysis and Results ..... *Akiko NAKAJIMA*

---

Published

by

**KYOTO DAIGAKU KEIZAIGAKU-KAI**

(KYOTO UNIVERSITY ECONOMIC SOCIETY)