

CONTENTS

Articles

- A New Methodological Approach to Marketing : Interpretivism WANG YanYu (3)
Shinshi KATAOKA
- Influence of the Weak Cooperation on the Exponentially Evolving
Companies : Study on the Source of Innovation of Nissan Motor Co.,
Ltd., Fujifilm Corporation and Kawasaki Heavy Industries, Ltd.
..... Hiroshi MURAYAMA (17)
- Considering on the Introduction of Designated Administrator System to
Public Libraries in Japan Nobuki TANAKA (79)

Note

- Human Resource Development of the Salespersons Graduated from
University: A Study Based on Our Survey AN Lujia (91)
Yoshizo MASAKAME