

Contents

- Foreword by *Frannie A. Léautier* iv
- Authors' Contact Information vi
- Glossary viii
- 1 The New Dynamism of the Knowledge-Creating Company 1
Hirotaka Takeuchi
- 2 Knowledge Creation in the Convenience Store Industry: Seven-Eleven Japan 11
Ikujiro Nonaka
- 3 Learning and the Self-Renewing, Network Organization:
Toyota and Lexus Dealers 27
Emi Osono
- 4 Strategic Management of Knowledge-Based Competence: Sharp Corporation 41
Kazuo Ichijo
- 5 Invisible Dimensions of Differentiation: Japanese Electronics Companies 51
Ken Kusunoki
- 6 Interorganizational Knowledge Creation at Shimano 67
Hirotaka Takeuchi
- 7 Creating the Dynamics of Hard-to-Imitate Innovation 83
Hirotaka Takeuchi