

Contents

<u>PUBLISHER'S NOTE</u>	vii
<u>PRELUDE</u>	ix
<u>CHAPTER I</u>	1
Encountering a Genius	
<u>CHAPTER II</u>	17
Joining the Company	
<u>CHAPTER III</u>	25
Sony Design	
<u>CHAPTER IV</u>	49
Ten Years to the Top in the Record Business	
<u>CHAPTER V</u>	63
Semiconductors	
<u>CHAPTER VI</u>	73
At the Helm	
<u>CHAPTER VII</u>	91
Baptism by Fire in Hollywood	
<u>CHAPTER VIII</u>	101
Fun and Games	
<u>EPILOGUE: ORIGINALITY</u>	111
<u>NORIO OHGA AND SONY OVER THE YEARS</u>	116
<u>INDEX</u>	119