

The Samsung Way: Transformational Management Strategies from the World Leader in Innovation and Design (Business Books)

By Jaeyong Song, Kyungmook Lee



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An insider's account of the management principles driving one of the world's most innovative companies

Twenty years ago, few people would have predicted that Samsung could transform itself from a low-cost original equipment manufacturer to a world leader in R&D, marketing, and design, with a brand more valuable than Pepsi, Nike, or American Express.

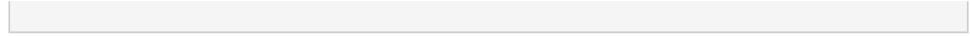
Based on ten years of research inside Samsung and interviews with 80 of Samsung's top executives, *The Samsung Way* tells the compelling story of how Samsung has grafted Western business practices onto its essentially Japanese system, combining its low-cost manufacturing prowess with an ability to bring high-quality, high-margin branded products swiftly to market.

Jaeyong Song is Professor of Strategy and International Management at Seoul National University (SNU). He received his Ph.D. at the Wharton School, University of Pennsylvania.

Kyungmook Lee is Professor of Organizational Behavior and Human Resource Management at Seoul National University Business School where he currently serves as Senior Associate Dean for academic affairs. He received his Ph.D. at the Wharton School, University of Pennsylvania.

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