

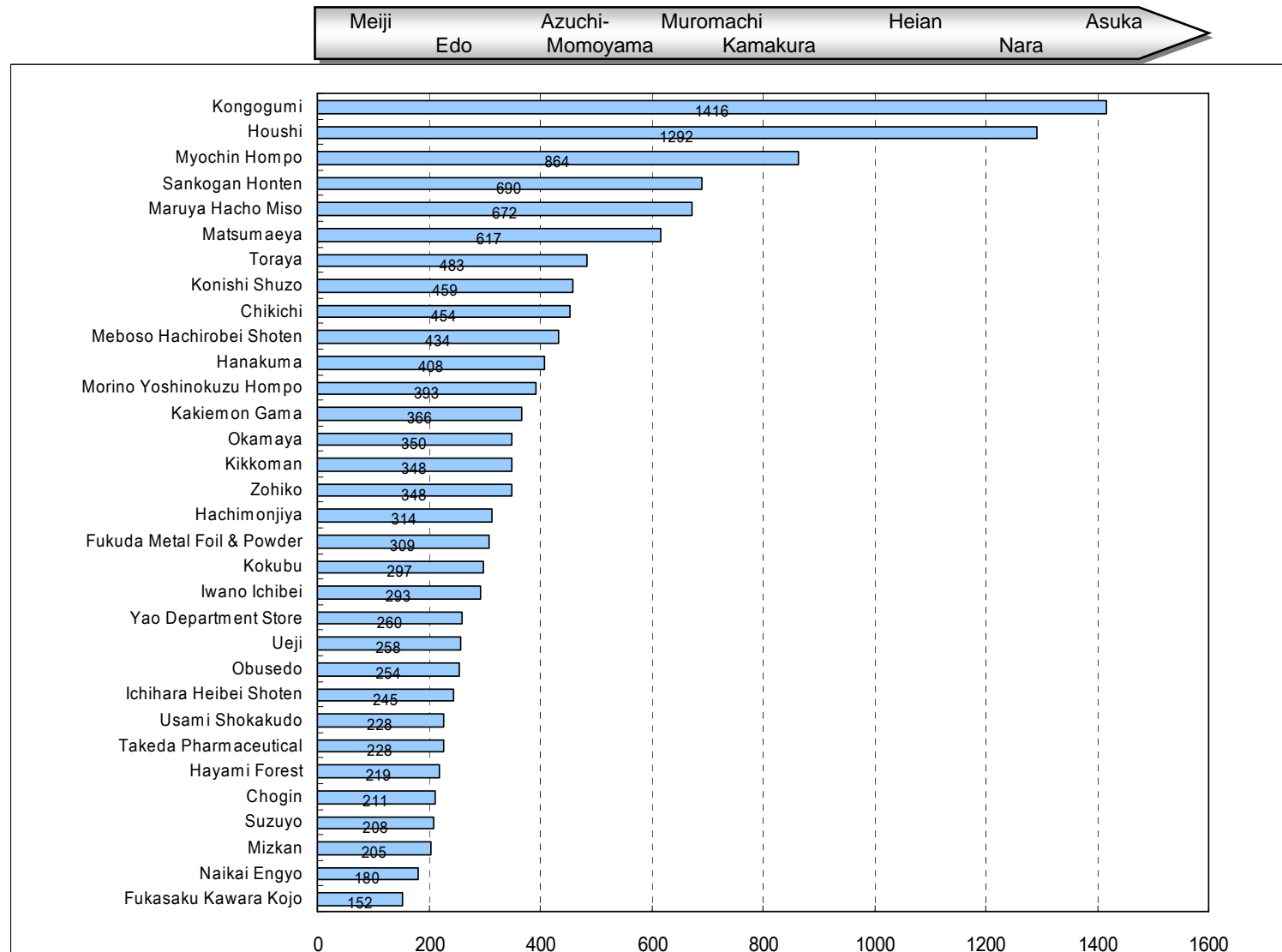


The Asian way to longevity and prosperity

- OECD ESCAP Regional Conference on Corporate Responsibility-

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Japanese Historical Periodisation



Eight Principles of Long-Lived Companies in Japan

1. Leadership by Clear Values, Vision & Mission
2. Long term Viewpoint and Strategic Approach
3. The Importance of People and Human Merit System
4. Customer Orientation and building the Economy
5. Socially minded and building the Nation
6. Continuous Innovation (Change) and Improvement
7. Frugality and Efficient Use of Natural Resources
8. Efforts to Embody and Generate Culture & Legacy