

HBS Club of Japan Speaker Program with luncheon
Presentation by HBS Professor David Yoffie --- December 19th, Sunday
Title: Judo Strategy revisited: Implications for Japanese companies in a more
competitive global economy

HBS Club of Japan is honored to announce a distinguished speaker event featuring HBS Professor David Yoffie. Professor David Yoffie is a great scholar and a speaker in the field of competitive strategy, technology and international strategy.

His recent publications include HBS cases “Apple Inc. in 2010” in addition to many previous HBS cases on Apple and “iPhone vs. Cell Phone” and a co-authored article “What’s Your Google Strategy?” *Harvard Business Review* 87, no. 4 (April 2009) among others.

His book “Judo Strategy” published in 2001 was translated into nine languages including Japanese and it explores strategic techniques for turning your competitors' strengths to your advantage. Given that Korean companies and even companies in emerging markets such as China and India are gaining international competitiveness and that often these days, Japanese companies are beginning to lose against them, Japanese companies need to rethink of their competitive strategy and “Judo Strategy” has a lot of implications for us. We also need to learn why Apple has been so successful in its iPhone.

It would be a rare opportunity to listen to Professor David Yoffie directly and you are welcome to raise questions to David in Q&A session. We will also enjoy buffet style lunch which David will join, preceding the presentation by David.

Professor David Yoffie:

Max and Doris Starr Professor of International Business Administration
Senior Associate Dean, Chair, Executive Education

Biography:

Professor David B. Yoffie is the Max and Doris Starr Professor of International Business Administration and Senior Associate Dean, Chair, [Executive Education](#) at Harvard Business School. A member of the HBS faculty since 1981, Professor Yoffie received his Bachelor's degree summa cum laude and Phi Beta Kappa from Brandeis University and his Master's and Ph.D. degrees from Stanford, where he was a lecturer for two years, and spent two years as a Visiting Scholar in 1995-6 and 2002-3. Professor Yoffie served as chairman of the HBS Strategy department from 1997-2002, chairman of the Advanced Management Program from 1999-2002, and now chairs Harvard's Young Presidents' Organization program. He currently teaches

competitive and corporate strategy in the Owner, Presidents, Manager (OPM) Program.

Professor Yoffie's research and consulting have focused on competitive strategy, technology, and international competition. Outside of HBS, Professor Yoffie's activities include being on the Board of Directors of Intel Corporation, the National Bureau of Economic Research, MindTree Ltd., Enterprise Mobile Inc., and RingTales L.L.C. When appointed to Intel's board in 1989, he was the youngest outside director of America's largest 150 industrial corporations. Over the last decade, Professor Yoffie served as lead independent director of Intel, and on the boards of numerous companies, including Charles Schwab, Spotfire, and E Ink. Professor Yoffie has also lectured and consulted in more than 30 countries around the world. In addition, from 1997-1999 he was a member of the U.S. Department of Justice's commission on international anti-trust.

Professor Yoffie's writings on business strategy and technology have been widely published. Professor Yoffie is the author or editor of eight books, including *Judo Strategy* (Harvard Business School Press, 2001), co-authored with Mary Kwak. *Judo Strategy* has been translated into nine languages and explores strategic techniques for turning your competitors' strengths to your advantage. His other books include *Competing in the Age of Digital Convergence* (Harvard Business School Press, 1997), and *Competing on Internet Time: Lessons from Netscape and Its Battle with Microsoft* (Free Press, 1998, co-authored with MIT Professor Michael Cusumano). Named by *Business Week* and *Amazon.com* as one of the top 10 business books of 1998, *Competing on Internet Time* became a highly publicized part of the Microsoft-Department of Justice anti-trust trial. Professor Yoffie has written extensively for the *New York Times*, the *Wall Street Journal*, and the *Harvard Business Review*, as well as numerous scholarly and managerial articles on international trade, firm strategy, and global competition in high technology industries. Professor Yoffie has published more than 100 case studies on business strategy and international management issues, which have sold close to 2 million copies.

Date: December 19th, Sunday

Time: Buffet lunch 12:00 noon – 1:00pm

Presentation 1:00pm – 2:15pm including Q&A session

Venue: Tokyo American Club (<http://www.tokyoamericanclub.org/>)

4-25-46 Takanawa Minato-ku, Tokyo 108-0074

Phone: 03-4588-0670

For map of and transportation to Tokyo American Club, please see:

<http://www.tokyoamericanclub.org/careers-a-contact/map-parking.html>

Fee: HBS Club of Japan members 5,000 yen/Non-members 6,000 yen

Seats are available only up to 60 people on first come, first served basis and thus please register now as below. We will send you confirmation of your registration by return e-mail.

For Registration, please fill out the below and e-mail to: ynarisawa@hbs.edu

Yoko Narisawa, assistant to Nobuo Sato (MBA 82) cc: nsato@hbs.edu

(For inquiries on the event, please dial HBS Japan Research Center @ 03-5220-7721.)

Yes, I wish to attend the HBS Speaker Program on December 19th.

Number of persons to attend (Please indicate the number): ____

Club member's name: _____

Program (e.g. MBA 99): _____

Company/Organization: _____

Phone: _____

E-mail: _____

Name of guest (1): _____

Name of guest (2): _____

Name of guest (3): _____

Non-members other than guest(s) of the club members above

Name:

Company/Organization:

Phone:

E-mail address: