

Brand Power and Old-establishment Power

Nobuhiko Tsunefuka

Booths that stand along the approach are indispensable for festivals of shrines and temples. It is fun to think whether I can meet the “Tekiya” (faker) who sets up a booth every year or to check a new trend. Sales may be different depending on the locations, but they do not compete and are harmonious because of the power of long-established tradition.

Bazaars with many booths are vibrant in Southeast Asian cities. In Japan, morning markets in Wajima and Hakodate are famous. There are many morning markets targeted for visitors in tourist spots, but markets and malls rooted in downtowns have capacity for living and vitality of people.

- Syunpei Yoneda’s “World of Tekiya Gracing Festivals”
- For Yakuza and Tekiya:

<http://www.nytimes.com/books/first/w/whiting-tokyo.html>

<http://bun4.l.chiba-u.ac.jp/~sociology/dep/research/2002/2002report/data/sa08.pdf>

- For Hakodate morning market:

<http://www.hakodate-asaichi.com/>

- For Wajima morning market:

<http://www.honmachi.or.jp/>

There are overseas brand shops along the main streets of Ginza and Aoyama. I see some groups of women taking a walk with guidebooks even on weekdays. There is power of providing information, which is different from downtowns. Some Japanese companies have a department called brand section to study measures to grow global brand power.

There are many old-established shops that support shrines and temples in Kyoto. Craftsmen of Japanese confectionaries and cooks of restaurants and inns have craftsmen’s skills, power of tradition, and power of old establishment. In back streets of Ginza and Aoyama, there are still many old-established shops remaining. They seem to have wisdom inherent in old-established shops that is separated from the trend.

Ceramics have been typical export items in Japan since Edo era. Bengara (iron oxide) is used as pigment for red patterns. Old-established shops handling bengara now branch out into the fields of iron oxide used for magnetic tapes and disks as well as for environment and medical purposes, supporting high technologies from the back.

In Kyoto, there are many high-tech old-established shops such as Shimadzu, Murata Manufacturing, and Kyocera. In Shimazu Foundation Memorial Hall, to which a Nobel laureate Koichi Tanaka belongs, products that are roots of today’s physical and chemical equipment are displayed, indicating power of the old-established company. Hamamatsu Photonics that backed up Nobel laureate Koshihara, is also an old-established company

following tradition of Kenjiro Takahashi, the father of televisions.

There is strong sense of unity within old plutocratic group companies, companies dealing with the same product, and construction industry, which has been the incubator of bid-rigging. In these fields, the power obtained by bid-rigging has been the key, but they are changing into industries of the 21st century. However, in the political world, there still seems to be a mechanics of factions.

- For Japanese antique ceramics:

http://www.sanaiantiques.com/catalog/Archives:Regional_Art:Asian:Japanese.html

- For iron oxide (bengara):

<http://achem.okayama-u.ac.jp/iml/theme/arita.htm>

<http://www.todakogyo.co.jp/docs/english/bengala/menu.html>

- Web page of Shimazu Foundation Memorial Hall:

<http://www.shimadzu.co.jp/aboutus/mecenat/forest/jindex.html>

- Second Genzo Shimadzu's admonition "People who become hindrance to business, people who destroy family":

<http://www.shimadzu.co.jp/aboutus/mecenat/forest/images/genzo15.gif>

Takashi Saito of Meiji University has written many best-selling books with "power" in their titles, such as commenting power, questioning power, reading power, eye power, and communication power. He is also very active in serialization in magazines and appears in TV shows.

In the world of EMC, Kenichi Ito of Itoken Institute writes a best-selling book of over 0.5 million copies sold, which is a rare case as an engineering book. He is one of the people who have been active since the incunabula of the world of EMC. Believers of him, including me, call him Kenchan of earth or Kenchan of noise with a friendly feeling. The secret of best-selling books may be his clear and understandable description using a lot of illustrations and timely themes. Now being over 80 years of age, he travels throughout Japan for consultation and guidance of starting business as well as for gathering information. This is the power of Itoken.

It is VCCI that has been leading voluntary restriction in the EMC field in Japan. Recently, they branch out into product certification and operation of kit module certification. I hope VCCI will exercise its VCCI power to provide measurement standards for EMC from Japan to the world.

- For Takashi Saito's Web page and books:

<http://www.kisc.meiji.ac.jp/~saito/>

- For Kenichi Ito's articles and books:

<http://www.ulapex.jp/emc/download/030724-02.pdf>

<http://bookweb.kinokuniya.co.jp/guest/cgi-bin/wshosea.cgi?KEYWORD=%88%C9%93%A1%8C%92%88%EA>

- For kit module interference wave measurement technology standard:

<http://www.vcci.or.jp/news/newinfo44.pdf>

http://www.vcci.or.jp/member/kiyaku/kiyakua3_0504.pdf



Festival stalls



Floating market



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1943 Born in Tokyo

1968 Graduated from Department of Engineering Science, Osaka University

~ 1984 Worked on developing Information Technology Device at Taga Works, Hitachi, Ltd.

1991 ~ Engaged in education on EMC related matters at Hitachi Institute of Technology

1999 ~ Planning Manager

2005 ~ International Business Communication Services Dept., Hitachi, Ltd.