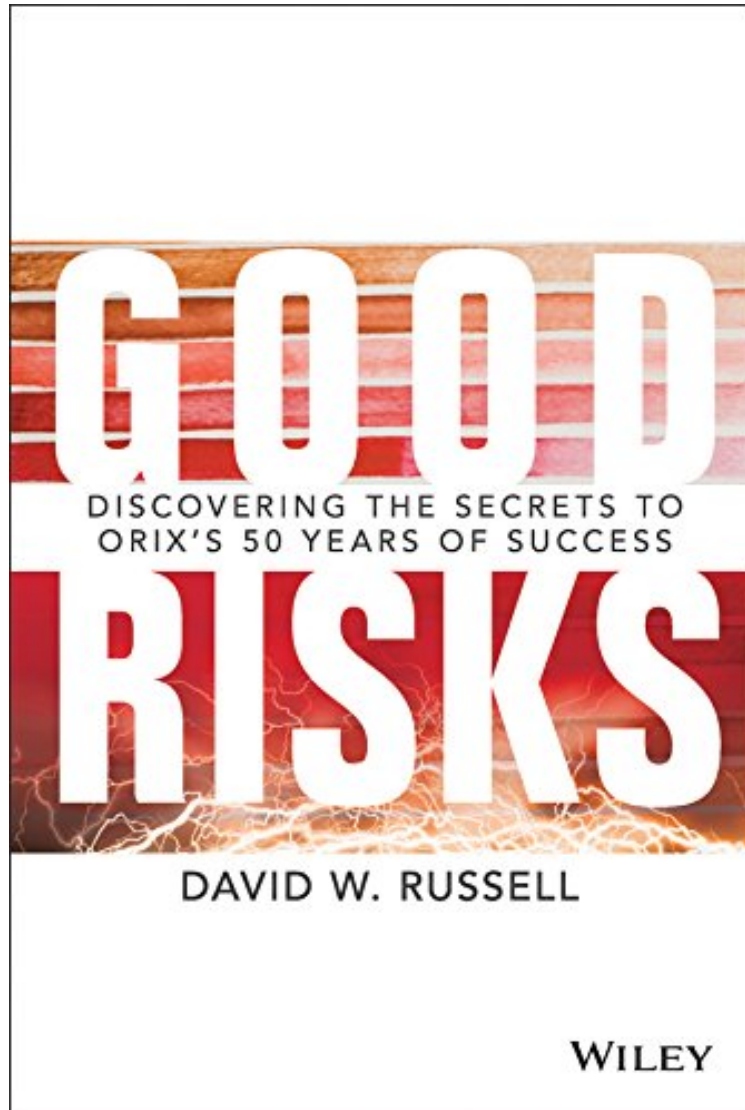


(Free) Good Risks: Discovering the Secrets to ORIX's 50 Years of Success

Good Risks: Discovering the Secrets to ORIX's 50 Years of Success

David W. Russell

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David W. Russell : Good Risks: Discovering the Secrets to ORIX's 50 Years of Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Good Risks: Discovering the Secrets to ORIX's 50 Years of Success:

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Get inside Japan's invisible behemoth to see the future of global business Good Risks is a fascinating insight into ORIX, a global giant whose business empire straddles the world, but which has managed to remain out of the media

spotlight for half a century. Award winning author David Russell explains how this Japanese company has transcended its national identity to become a global player, and what that means for everyone else. In a series of one-on-one interviews with senior executives at ORIX companies around the world, readers gain a firsthand glimpse of the inner workings of this "invisible" corporate group that controls hundreds of billions of dollars. Interviews with the company President and Chairman in Tokyo provide rare insight into the thought leaders at the highest levels, and a contribution by the Chairman himself discusses the hard realities of globalization and the keys to success in the coming decade. The key concept that is lost in the Japan vs. China vs. US vs. EU battle is that the business landscape has changed drastically, making national boundaries anachronistic. Companies such as IBM, Disney, Apple, and Microsoft long ago stopped being "American" firms; they are global competitors that take advantage of their deep knowledge of the US markets, but have no special allegiance to the United States. This book argues that this is the future of all large-scale business, as already exemplified by ORIX. Learn how one executive steered ORIX's meteoric rise from an unknown start-up to an unseen global giant Explore the coming realities of the global business scene Discover why HQ location will be little more than historical accident See how ORIX impacts the Chinese, Indian, and American firms that follow its lead The business scene unfolding today is not "international" or "multinational", but an increasingly unified, global battleground. The rise of ORIX charts the future of business, and Good Risks provides the details and insights business leaders need to anticipate tomorrow's changes.

From the Inside Flap Today's most powerful firms are no longer national, multinational, or even international. Instead, they are plainly and simply global. American-born companies like IBM, Apple, and Disney have learned to make their brands function on a global scale, making them household names and enviable success stories. Meanwhile, on the other side of the planet, a financial services behemoth has cracked the global marketplace using a completely different strategy. With roughly \$300 billion in assets under management and connections to almost every country on Earth, ORIX might be the most powerful firm you've never heard of. Good Risks is the fascinating story of how this Japanese business transcended its birthplace to become a major player in markets on four continents. From its humble beginnings in 1960s Japan, ORIX has grown into an important strategic investor with real influence on the global business landscape. In Good Risks, business journalist David W. Russell uncovers the secrets to ORIX's success and shows how a solid strategy, rather than a flashy brand, elevated the company into the upper echelons of the financial world. Through exclusive interviews with ORIX employees and executives, Good Risks provides a look at the inner workings of a firm that has managed to silently triumph, even in today's ultra-competitive atmosphere. This is the first time any Western writer has investigated one of Japan's unseen business giants, and the insights contained in Good Risks could have worldwide impact. The ORIX model is not how we are accustomed to picturing global heavyweights, but it's high time we learned to appreciate the influence of these enigmatic groups. Understanding the new global economy—especially the financial sector—requires understanding the ORIX Way. David W. Russell does an admirably engaging job of telling the ORIX story for business and general readers alike.

From the Back Cover Praise for GOOD RISKS "Few companies have been as successful at globalizing as ORIX. They have expanded not only geographically, but also across a number of business lines, all the while leveraging their core skills and values to create a coherent group identity. Their 50-year history of localizing operations, particularly in Asia, is almost a playbook for companies everywhere with global ambitions." —Rike Wootten, President, KK Gotairiku Partners; former Governor, Osaka Securities Exchange "This book not only examines a unique international firm, but also highlights the accomplishments of one of the most outstanding men in Japanese business, ORIX Senior Chairman Yoshihiko Miyauchi. I was fortunate to get to know Mr. Miyauchi personally when I served as New Zealand's Ambassador to Japan from 2007 to 2012. Fifty years ago Mr. Miyauchi helped to start a company with just 12 other people, and is the key person responsible for building it into a global financial giant with 26,000 employees, over US\$13 billion in annual revenue, and approximately \$300 billion in assets under management. His story, and the story of ORIX, are worth the attention of anyone with an interest in global business." —Ian Kennedy, former New Zealand Ambassador to Japan "Russell's book is not only a quick and enjoyable read, but also a walk down memory lane. The challenges, opportunities, and even the failures that he chronicles as ORIX expands and prospers are intertwined with the history of global finance in the latter half of the 20th century. He lays bare the roots of the ORIX network, which grows like a bamboo plant, extending its geographic and business coverage, then rapidly developing new opportunities when conditions are timely and prudent. Russell's first-person exploration of ORIX's advances into the US, Europe, and Asia is skillfully told. In particular, his relaxed, personal interviews with ORIX executives worldwide reveal the essence of the business by letting the key people tell their own stories. We see how each geographic step leads to another story of prudent risk-taking, entrepreneurial adventure, and trust in ORIX's new partners." —Paul Hoff, Business Development Director for EDHEC Risk Institute Asia, Japan "Good Risks is a fascinating insight into the impressive successes of one of Japan's most discreet financial services conglomerates. Too often the financial press writes about big, high-risk moves, yet here Russell celebrates a low-key company that has been quietly building a best-in-class empire (covering various businesses), and has been doing so for decades. Russell shares not just the story behind ORIX, but the culture and philosophy that sets it apart from any modern corporation

I've ever studied." mdash;Arrif Ziaudeen, CEO Founder, The Chope GroupAbout the AuthorDAVID W. RUSSELL, President of Russell Communications International, is an author and corporate communications specialist who has lived in Japan on and off for 30 years. He has given seminars and consulted with senior executives at many of Japan's leading corporations. David has authored more than 10 books and dozens of magazine and newspaper articles, including pieces for Forbes, The Economist, and Harvard Business . He has received numerous awards, including Best Business Management Book of the Year in the United States.