

SUMMER AT SHIDLER

2009 Pacific Asian Lecture Series

The Six Immutable Laws of a Mobile Business

Japan's mobile customers have enjoyed better mobile devices, more content, and the most advanced functionality and services for the last 10+ years. This presentation helps cut through the many myths and all of the hype surrounding Japan's mobile dominance to identify the most important laws that will guide the success of mobile business globally. Based on detailed market analysis and unprecedented access to the major players and pioneers of the Japanese mobile industry, this presentation will help you understand the Six Immutable Laws of Mobile Business. These will help you and your business successfully navigate the challenges that the world's Wireless Revolution brings. From Law #1 through Law #6, Dr. Philip Sugai will help guide you to distinguish mobile myth from mobile fact, micro developments from macro trends, and regional characteristics from universal truths.

With:

PHILIP SUGAI

Dean and Professor of Marketing, International University of Japan

Dr. Sugai is the Director of the Mobile Consumer Lab, Professor of Marketing, and Dean of the Graduate School of International Management at the International University of Japan. He is an advisor to a number of companies in Japan and overseas on the strategic implications of wireless technologies on consumer behavior.

Save the date:

When: Tuesday, June 23, 2009

Where: Shidler College of Business (BusAd G-102) from 4:15–5:30 p.m.

Refreshments will be served in the Shidler Faculty Lounge (BusAd D-207) from 5:30–6:15 p.m.

You can choose either online registration or walk in, but we are grateful if you can notice us beforehand so that we can adequately arrange for refreshments: <http://www.shidler.hawaii.edu/pami>

To evaluate this and other lectures: <http://www.shidler.hawaii.edu/pami>

The Pacific Asian Lecture Series is presented by the Pacific Asian Management Institute. All lectures are free and open to the public. Parking is available on the Upper Manoa Campus after 4:00 pm for \$3.00.

For more information on PAMI's lecture series, visit <http://www.shidler.hawaii.edu/pami>

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