

Index

A

adoption rate 195, 220, 223, 239, 246,
249, 324. *See also* diffusion rate
alternation of generation 209
alternative products 46, 49, 50, 51, 123,
127, 128, 186, 190, 191, 192, 201,
202, 205, 206, 207, 209, 213, 216,
226, 303, 304, 305, 312, 313, 325,
328, 330
AMPEX 143
assembly plant 274, 280, 282, 306

B

Bandai Co., Ltd 18, 92, 97, 100, 101, 103,
107, 115
Bass model, the 52, 62, 64, 67, 68, 70, 71,
72, 73, 74, 75, 76, 227, 242, 255,
318, 331
Betamax 128, 131, 132, 133, 134, 135,
136, 137, 138, 139, 141, 144, 147,
148, 149, 150, 151, 152, 153, 154,
156, 157, 159, 160, 161, 162, 163,
170, 184, 186, 192, 220, 222, 223,
224, 225, 226, 234, 270, 281, 321,
322
Betamax II 153, 160
boom and bust 1, 5, 14, 15, 16, 17, 18, 25,
84, 92, 96, 97, 99, 100, 107, 111, 116

bottlenecks 3, 28, 44, 47, 89, 90, 93, 94,
95, 96, 122, 162, 217
bulk production. *See also* mass production
bullwhip effect 1, 5, 9, 11, 12, 14, 17, 25,
27, 84, 91, 92, 97, 99, 100, 107,
111, 116, 120

C

channel coordination 58
cheap labor zone. *See also* low cost opera-
tion area
combined ordering 61
conservatives 33, 212. *See also* consumer
types, late majority
consumer types, early adopter 230, 231,
291
consumer types, early majority 33, 48, 50,
192, 195, 201, 202, 212, 229, 231,
232, 233, 235, 236, 237, 238, 239,
241, 242, 246, 247, 248, 249, 250,
252, 291, 295, 296, 305, 311, 312
consumer types, innovator 50, 52, 144,
164, 187, 210, 226, 291, 331
consumer types, laggards 291
consumer types, late majority 33, 50, 195,
202, 212, 231, 245, 246, 247, 248,
249, 250, 251, 252, 254, 255, 291,
295, 301, 305, 311

convergence 303, 305, 313
 cost cutter 207, 277, 281, 287, 298, 308, 330
 country of origin (COO) 283, 284, 285, 286
 critical mass 275, 304
 CTI 129

D

de facto standard 35, 36, 131, 132, 143, 147, 150, 159, 163, 175, 190, 191, 205, 209, 216, 223, 224, 226, 230, 232, 264, 265, 270, 281, 322, 323, 327, 330
 diffusion models 55, 75, 76, 77, 79, 80
 diffusion rate 71, 171, 191, 320. *See also* adoption rate
 digital VHS (D-VHS) 167, 172, 173, 174, 175, 181, 187, 201, 234, 297
 digital video disk (DVD) 37, 136, 172, 174, 190, 193, 194, 195, 196, 197, 198, 200, 201, 202, 203, 204, 205, 208, 209, 210, 249, 250, 252, 297, 308, 310, 313, 317, 325, 326
 domestic shipment 182, 195, 202, 234, 235, 239, 249, 250, 326
 dominant design 35, 36, 37, 39, 40, 123, 124, 131, 134, 143, 151, 167, 168, 187, 226, 264, 265, 310, 322
 DVD software 136, 194, 201, 202, 205, 209, 308, 326

E

economies of scale 7, 20, 24, 41, 44, 46, 47, 62, 178, 182, 187, 207, 241, 254, 258, 260, 262, 274, 284, 286, 287, 297, 301, 303, 304, 306, 310, 311, 312, 313, 319, 323, 328
 electric video recording (EVR) 126, 127, 128, 129, 130, 135, 141, 142, 146, 190, 209, 267
 enterprise resource planning (ERP) 21, 22, 24
 experience curve 168, 216, 218, 292

F

Fashionable Video Cassette 236. *See* HR-7100; *See* HR-D120
 firm-level sales rates 75
 follower 172, 207, 277, 330
 Funai 144, 164, 171, 177, 178, 180, 184, 188, 202, 203, 210, 227, 237, 238, 242, 254, 255, 277, 278, 281, 287, 298, 308

G

global demand 259, 271, 291, 297, 301, 304, 310, 311, 312, 313
 global division of labor 3, 19, 260, 271, 299, 300, 304, 308, 317
 global economy 19, 42, 259, 260
 global sourcing 21, 24, 40, 47, 186, 254, 258, 260, 295, 296, 297, 300, 301, 304, 306, 310, 311
 global supply chain 19, 20, 260. *See also* logistics, global

H

hard disk (HDD) recorder 37, 136, 172, 174, 190, 194, 195, 196, 201, 202, 203, 209, 249, 250, 252, 297, 310, 317, 325, 326
 helical scan 126, 127, 138, 157, 183
 hierarchical feedback loops 99
 high fidelity (HiFi) 45, 153, 154, 160, 167, 170, 172, 173, 175, 178, 179, 181, 182, 185, 187, 225, 234, 236, 237, 238, 242, 250, 253, 255, 297, 298, 308, 317, 323, 324
 high quality (HQ) mode 237
 HR-3300 45, 131, 132, 133, 134, 136, 137, 140, 147, 148, 149, 150, 152, 153, 156, 157, 160, 162, 163, 170, 173, 176, 184, 224, 297, 317, 322
 HR-7100 236. *See also* Fashionable Video Cassette
 HR-D120 236. *See also* Fashionable Video Cassette

I

industrial life cycle 30, 51, 231, 316, 317, 318, 329
 industry life cycle, decline stage 32, 47, 316, 320, 325, 328, 329
 industry life cycle, early growth stage 316, 327
 industry life cycle, introduction stage 45, 46, 240, 241, 316, 319, 323, 326, 329, 330
 industry life cycle, late growth stage 316, 320, 327
 industry life cycle, maturity stage 32, 46, 47, 308, 316, 319, 320, 325, 328, 329
 information distortion 1, 3, 9, 10, 11, 15, 16, 17, 91, 98, 99, 100, 107, 113, 116, 117
 integrator 8, 116, 225, 226, 268, 311

J

joint venture 142, 280

K

kanban 3, 89, 122
 Keiretsu 1, 4, 24, 86, 268

L

laser disk (LD) 191, 193, 209. *See also* optical disk
 leader 116, 140, 157, 161, 207, 233, 277, 323, 330. *See also* leading company
 leading company 137, 159, 163, 186, 207, 263, 308. *See also* leader
 local decision-making 18, 99
 local production 275, 276, 279, 282, 312
 logistic cost 275, 276
 logistics, business 1, 4, 24
 logistics, global 20, 292, 293, 310. *See also* global supply chain
 logistics, third party 8, 9
 logistics management 25, 27, 60, 118, 121, 295
 longevity 191, 192, 250
 low cost operation area 44, 51, 258, 279,

282, 303, 306, 308, 312, 313. *See also* cheap labor zone

M

manufacturability 16, 35, 41, 42, 151, 178, 214, 222, 240, 271, 276, 277, 279, 281, 287, 292, 293, 296, 298, 301, 306, 310. *See also* operationalization
 mass production 31, 33, 35, 39, 40, 42, 43, 44, 49, 125, 129, 137, 152, 156, 186, 187, 216, 225, 232, 240, 263, 264, 265, 266, 269, 312. *See also* bulk production
 middle class 233. *See also* standard
 modularity 43, 61, 65, 88, 273, 274, 276, 287
 multi-echelon system 1, 83, 84, 86
 multinational 42, 261, 289

N

new series product 123, 136, 169, 224, 239, 323, 324, 327. *See also* next generation product
 next generation product 305. *See also* new series product

O

operationalization. *See* manufacturability
 original equipment manufacturing (OEM) 47, 150, 152, 154, 155, 156, 158, 206, 235, 237, 240, 241, 327, 329
 overseas production 271, 275, 276, 277, 280, 282, 294, 296, 298, 299, 300, 307, 325, 330

P

Pearson system, the 68, 74, 79, 119, 120, 164, 288, 301
 performance/cost ratio 38, 40, 51, 168, 170, 187, 255
 phantom demand 11, 14, 92, 104, 107, 110, 111, 112, 113, 117
 physical location 259, 260, 263, 264, 268, 269, 271

pragmatists. *See* consumer types, early majority
 PREVS 126. *See also* Selecta Vision (SV)
 price range 215, 222, 251
 process innovation 31, 33, 35, 36, 37, 38, 51, 123, 177, 178, 179, 232, 234, 318, 319, 323, 327, 329
 product, degree of maturity of the 308, 310
 product, immature 213, 226
 product, incomplete 212, 213, 224, 225, 226
 product cycle theory 31, 259, 260, 271, 310
 product innovation 33, 35, 37, 123, 168, 232, 260, 310, 319, 329
 productivity dilemma 35, 36, 37, 38, 40, 49, 52, 118, 123, 144, 164, 169, 171, 181, 182, 187, 209, 324, 327, 330
 products, high end 201, 233, 237, 251
 products, low end 201, 233, 237, 252
 product series 224, 292, 327
 prototypes 35, 39, 41, 43, 125, 126, 129, 137, 150, 267

R

radical innovation 85
 RCA 125, 126, 128, 130, 143, 148, 150, 152, 155, 183, 184, 192, 266, 267, 322
 recording time 128, 132, 139, 142, 147, 148, 149, 150, 153, 157, 160, 161, 162, 163, 172, 173, 174, 175, 181, 184, 185, 222, 224, 322
 repeat purchases 33, 46, 67, 109, 112, 113, 115, 117, 213, 224, 237, 238, 239, 245, 247, 248, 252, 295, 311

S

Selecta Vision (SV) 126, 127, 128, 129, 130, 135, 137, 141, 267. *See also* PREVS
 shortage game 14, 15, 16, 17, 92, 99, 100, 101, 103, 116

skeptics 33, 212, 246, 248. *See also* consumer types, laggards
 SL-6300 133, 134, 136, 137, 138, 147, 148, 149, 150, 152, 153, 159, 160, 163, 184, 220, 224
 standard 35, 36, 39, 45, 54, 55, 62, 63, 131, 132, 134, 135, 137, 138, 141, 143, 147, 150, 151, 159, 163, 167, 170, 171, 172, 175, 177, 179, 187, 190, 191, 205, 207, 209, 214, 216, 220, 223, 224, 226, 230, 231, 232, 233, 234, 240, 246, 247, 264, 265, 270, 277, 281, 294, 298, 301, 317, 321, 322, 323, 325, 326, 327, 330. *See also* middle class
 STELLA (TM) (2001) 97, 101, 118
 Super (high resolution) VHS (S-VHS) 167, 170, 171, 173, 174, 175, 181, 185, 187, 201, 225, 234, 237, 238, 239, 250, 255, 297, 307, 317, 324
 synchronization 3, 88, 89, 90, 116
 systems dynamics 18, 64, 101, 118

T

Tamagotchi (TM) 82, 83, 92, 97, 100, 103, 115, 117, 118
 techies. *See* consumer type, innovator
 technology adoption life cycle 212
 technology enthusiasts. *See* consumer type, innovator
 tele-collaboration 43, 269, 279
 theory of constraints (TOC) 2, 27, 86, 87, 93, 94, 95, 96, 121
 trade friction 273, 274, 275, 276, 287
 transnational. *See* multinational
 transshipments 61, 80
 trial product. *See* prototype

U

U Format 126, 127, 128, 129, 130, 132, 133, 135, 136, 137, 138, 139, 141, 146, 148, 159, 184, 267

V

VCRs for broadcasting 125, 126, 133,
137, 142, 266, 321, 322
Vernon's life cycle 31, 41, 42, 54, 259,
260, 261, 271, 272, 290, 295, 302,
308, 310, 314, 318, 319, 333
Vernon's life cycle, "Maturing" stage 264
Vernon's life cycle, "New" stage 263
Vernon's life cycle, "Standardized" stage
274, 276, 278, 280, 292, 293, 295,
296, 297, 304, 305, 306
video home system (VHS) 128, 131, 132,
133, 134, 135, 136, 137, 138, 139,
140, 141, 142, 147, 148, 149, 150,
151, 152, 153, 154, 155, 156, 157,
158, 159, 160, 161, 162, 163, 167,

168, 169, 170, 171, 172, 173, 174,
175, 179, 181, 182, 184, 185, 186,
187, 190, 191, 192, 193, 200, 201,
205, 208, 209, 220, 222, 223, 224,
225, 226, 234, 235, 236, 237, 238,
239, 242, 250, 253, 255, 270, 277,
278, 281, 297, 307, 308, 317, 321,
322, 323, 324, 326
video software 124, 135, 140, 141, 142,
217, 222, 224
visionaries 157. *See also* consumer types,
early adopter

W

World VHS (W-VHS) 170, 171, 173, 181,
187, 234, 297