

## Sony The Private Life

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know an in-depth story about Sony but never came across a material which is as good & as true as Sony: The Private Life written by John Nathan. Sony : the private life (Book, 1999) [WorldCat.org] From its 1946 founding by Masaru Ibuka in the ruins of Tokyo to a company with global sales of \$50 billion, Sony's rise is an engrossing tale.

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The book focusses on Sony's glory years (when the Sony Walkman was the cultural and business equivalent of today's iPod.) It was published before the company's recent decline, when all its business units but the Playstation division lost money and it was so desperate that it appointed its first non-japanese CEO.