



Portland State University's
Center for Japanese Studies invite you to a
Free LECTURE

Thursday April 21, 2005 6pm

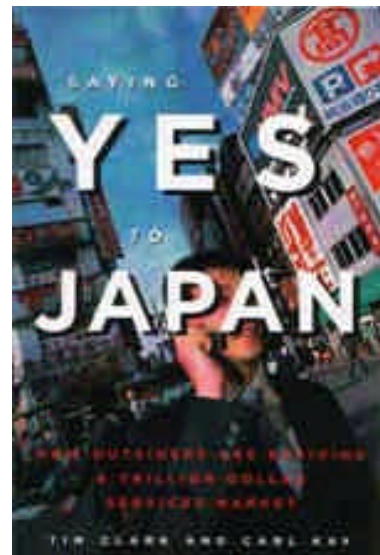
Smith Memorial Student Union, Room 298
On the PSU Campus

Saying Yes to Japan **How Outsiders Are Reviving** **a Trillion Dollar Services Market**

By author Tim Clark

Japan's companies offer world-class service--or do they? Service station attendants, department store gift wrappers and white-gloved taxi drivers perform low-value tasks with astonishing grace and efficiency. But what about the doctors, real estate agents and financial workers who provide services with lifelong impact?

In the "mission-critical" healthcare, finance and real estate service sectors, Japan falls surprisingly--even dangerously--short. Yet these very deficiencies create unprecedented opportunity, especially for outsiders bold enough to buck tradition and insist on world-standard service methodologies. Join the author of *Saying Yes to Japan: How Outsiders Are Reviving a Trillion Dollar Services Market* (co-authored by Carl Kay) for an incisive, insider look at the surprising reality--and the amazing potential--of Japan's multi-trillion dollar service economy.



Tim Clark is an entrepreneur and writer whose work has appeared in the *New York Times*, *Red Herring*, and *Asiaweek*. He serves as nonresident Senior Fellow for Tokyo-based venture capital firm SunBridge and teaches at Portland State University.

For more information visit www.cjs.pdx.edu, or call 503-725-8577
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