

On the Establishment of Towa Nagisa Institute of Strategic Management



Director
Towa Nagisa Institute of Strategic Management
Satoru Hirano

“Strategy” in business is a way or a plan to establish an advantage before going in to the competition, or to stay away from the harsh competition among many other competing players in the market. The longer the perspective he has and the clearer the strategy is, the more effective the management will be.

We see the contemporary business trying to meet the diversified demand of the individuals rather than realizing the traditional mass production, regardless of the form of commodity, goods or services. The once prevailing business, in which a big company is at the top, followed by the subcontractors and sub-subcontractors, seems to be about to collapse.

“Information” is the key to success in this business environment. It is an intangible asset, i.e. “intellectual property”.

Towa Nagisa Institute of Strategic Management is established on October 1, 2016 for better utilization of intellectual properties to manage modern business environment under the following policies.

1. We shall conduct research and analysis on strategic intellectual property management based on the corporate philosophy and management strategy of our client.
2. We first shall not focus on the intellectual property per se; we shall consider the strategic plan advantageous to the business as a whole, following which we shall establish a plan to utilize intellectual property mainly as a strategic business weapon.
3. We shall cooperate with Towa Nagisa Institute of Intellectual Property to conduct research and strategic planning, covering various fields of management in general; law, technology, design, branding, marketing, finances and accounting, international relations.

We appreciate your support very much.

Name Towa Nagisa Institute of Strategic Management

Activities Conducting research and analysis on business in general, proposing a strategic plan, etc.

Established October 1, 2016

Chairman Takashi Tsuno (Patent Attorney, Representative Partner of Towa Nagisa International Patent Firm)

Director Satoru Hirano (Patent Attorney, TLO Coordinator, Tokyo Denki University)

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