



# Japanese Consumer Behaviour: From Worker Bees to Wary Shoppers (ConsumAsian Series)

*John McCreery*

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What role does consumption play in Japanese lives that are more than study, work and shopping? How have those lives changed since World War II as Japan has wrestled with the meaning of white-collar careers, women spreading their wings, changing family values, a shrinking birth rate, an aging population? This book explores Japan through the eyes of Japanese researchers and discovers patterns of change that are both uniquely Japanese and shared by consumers in other advanced industrial nations.

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