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Abstract

The "softnomization" of Japan - A new concept to analyse economic development

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In this paper, the authors introduce and critically evaluate one major recent project sponsored by Japan's Ministry of Finance. They discuss likely future patterns of development in Japan under the catch-word "softnomization", arguing that Japan - and other advanced countries - are entering an age characterized by the growing importance of "software" in a wide range of different manifestations. A "Softnomics Center" set up in Tokyo in October 1984.