

## **Announcement**

# **The Igor Ansoff Awards of the Japan Strategic Management Society**

The 2001 Igor Ansoff Awards were presented in Tokyo on 8 December 2001. The Awards are a fitting tribute to Professor Ansoff and reflect the determination of the Japan Strategic Management Society (JSMS) to encourage practical and conceptual developments in strategic management. The Awards were established in 1999 and have now become a significant annual event in strategic management circles in Japan. Igor Ansoff has long been associated with the JSMS and is seen as a leading contributor to the development of strategic management in Japan.

It was disappointing that no organization was identified to receive either the outstanding or best company award but this was partially compensated by the fact that this year it has been possible to make the **Best Literature Award**. Professor Tatsuo Yamashita and Professor Gen-Ichi Nakamura (a member of the Executive committee of this Journal), the distinguished authors of *The Principles of Successful Strategic Management: Johnson & Johnson's global standard*, won the best literature award for their significant contribution to strategic thinking.

Professor Jyon-Ichi Mizuo was honoured for his book *Marketing Ethics: Symbiosis between Human Being, Society and the Natural Environment*, and it is appropriate that the Society has conferred the **Special Literature Award** on him. Both books mentioned are in the Japanese language.

*Strategic Change* offers the warmest congratulations to all the people recognized by these prestigious awards and also to the JSMS for its foresight in establishing the Ansoff Award.