



**Takashi Inoue, Ph.D.**

**Chairman & CEO**

**Inoue Public Relations, Inc.**

**Visiting Professor**

**Graduate School of Management at Kyoto University**

Takashi Inoue has played a pioneering and historic role in establishing the presence of the public relations industry in Japan as a PR consultant and university academician. He continues to take a lead in encouraging new trends, including the introduction of the latest overseas' businesses and technologies to Japan. Internationally he has contributed several public relations theories, notably the Public Relations Life-Cycle model, the Self-Correction model, and the Three Forces of Hyper-globalization. Through his professional PR consulting and academic activities as a visiting professor at major universities in Japan and China, he has worked to enlighten Asian companies on the need for a more positive corporate image abroad and to encourage executives to sharpen their public relations skills in a world of globalized stakeholders.

Dr. Inoue is one of only a few Japanese PR consultants to have achieved an international reputation as a spokesman for Japan. He has considerable experience in government relations and risk management, and has worked with a wide range of industries, including telecommunications, computers, financial, automotive, pharmaceutical, and aerospace. He is also one of the pioneers in the field of government relations, especially in US-Japan trade-related issues. In the early 1980s, he was involved in telecommunications industry deregulation lobbying, and the effort to introduce satellite communications technology to Japan. In addition, Dr. Inoue helped to expand the share of foreign semiconductor manufacturers in the Japanese market from the late 1980s until the early 1990s. This was accomplished by making use of his connections within a wide network of Japanese government agencies and politicians.

From the early to the mid-1990s, Dr. Inoue was actively involved in PR and lobbying activities to liberalize the auto-parts after-market in Japan. For this endeavor, his firm was awarded the 1997 International Public Relations Association's (IPRA) top award, the Golden World Award for Excellence in Public Relations. His proven capabilities finding solutions to cross-cultural complications has refined Inoue's ability to smooth communications between

Japan and the rest of the world. In 2016 his firm helped Concur, a foreign capitalized company operating in Japan, introduce a new innovative product and service into the market. His firm succeeded by getting broad collaboration from potential customers, business associations, and even competitors to lobby for regulatory changes in Japan. In 2016 it was recognized by IPRA by winning a Golden World Award for Excellence for its public affairs work for Concur.

His 2001 book, *An Introduction to Public Relations*, is the first comprehensive book on public relations in the Japanese language, and it made it to the No. 5 position in the top ten bestseller list of Nikkei Business (the premier business publication in Japan). In 2006, he published a second book, *Public Relations*, which was also published in China by Oriental Press in 2010. The second edition of *Public Relations* was published in 2015, and published in China in 2017 by Oriental Press. His first English language book, *Public Relations in Hyper-globalization: Essential Relationship Management – A Japan Perspective*, was published in 2018 by Routledge.

Dr. Inoue has delivered lectures at many international meetings including: World Congress of the International Public Relations Association (in Melbourne, Kuala Lumpur, Helsinki, London); East-West Public Relations Conference (Budapest); Japan Public Relations Academy; Conference on Rehabilitation of Forests in Mindanao (Manila); Asia-Pacific Seminar under the sponsorship of the Finance Ministry; University of Asia and the Pacific (Manila); University of Tokyo; Meiji University; Maryland State University Graduate School and the Wharton School of the University of Pennsylvania.

Dr. Inoue graduated from Waseda University in 1968 where he majored in Marketing and Administration. After a stint in Marketing at Yamaha Corporation, he founded Inoue Public Relations in 1970.

From April 2004 he became a Visiting Professor of the Graduate School of Commerce of Waseda University. He was the first professor in Japan to teach Public Relations as a regular course subject at a major university. In March 2009, Dr. Inoue received his Ph.D. in Public Management (Public Relations) from Waseda University, becoming the first Japanese person to be awarded a Ph.D. in public relations research. In 2012, he was appointed as a Visiting Professor, Graduate School of Management at Kyoto University. He is also a visiting professor at Akita International University (Kokusai Kyoyou Daigaku), and Communication University of China.