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From the back cover: Richard Wright's study chronicles and analyses the Japanese business presence in Canada. It reveals several distinguishing characteristics of Japanese investment, which should help allay some traditional Canadian

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concerns about foreign investment. Japanese investment is small in proportion to the total volume of Canada-Japan trade. Moreover, unlike other traditional foreign investors, who generally seek to gain direct control of affiliated companies in Canada, Japanese investors aim primarily to

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secure reliable flows of raw materials. Because the Japanese emphasis is on trade rather than on investment flows, a high proportion of Japanese investment is in the form of loans rather than equity, and the Japanese often take minority holdings or enter into joint ventures. The role of

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Japanese investment is thus a very different one from that which has been a source of concern about foreign ownership in Canada.

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served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions

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have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. **START WITH WHY** asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command

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greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with **WHY**. They realized that

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