

Attitudinal Change of Japanese and Their Post-War Economic Development

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ABSTRACT. The overall human being living in the globe started fearing by witnessing the losses occurred both human life's and their properties during World war – II. Ferociousness, arrogance, and rebellion attitude are the main factors dominated during World war –II. Humanitarian consideration was totally absent, and the soldiers reacted very wild against one country to another. Several lakhs of soldiers have had loss their life's generally, and in particular British soldiers alone 9,47,000. In 1933 Hitler emerge as a great leader led German and worried for the loss occurred for German during World war – I and become anger against the Treaty of Versailles agreement which was totally against Germanians. This was ignited Hitler for master plan for World war – II. Because the Treaty of Versailles fix the responsibilities for economic losses under the leadership of America, German, and France, and German was black-listed country. At the same time Japan was equally dominated on par with America, Brittan, and France. They had proved in all the dimensions as well as all the sectors. Even the great leader Hitler was shocked by seeing the speed and amuse style of attack against America. Japan targeted Paarl Port and the entire developed nation were shocked in Japan made a strong attack on Paarl Port. This incident create a big fear to America and Russia. Hence, the American President Roosevelt, Joseph Stalin of USSR, and Vincent Churchill of Brittan joint together made a mega plan against Japan. This paper made an attempt to identify the socio-economic and human loss occurred in Japan and recovery strategies practiced by them to reach as Number 1 in todays economic condition.

Key words: Corporate Social Responsibility, Triple Bottom Line, and Brand Equity.

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