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□ CSR

Nikkei Business, Japan most popular business weekly magazine, has recently selected and published 100 best respected Japanese companies based upon a new assessment formula : CSR-Corporate Social Responsibility. A good company is now defined by not only its economic strength, but also by how it is respected by the people. The new assessment formula includes three elements of corporation behaviors and achievements. These are the environment aspect, social aspect and economic aspect of corporation activities.

Following is the table of 10 the best companies out of 100.

No.	Companies	Total Point (100 is full)	Policy about CSR (40)	Achievement (20)	Evaluation Investment by (30)	Evaluation consumers by (30)	Financial Results (80)
1	Canon	175.2	34.6	17	28.5	25.5	69.6
2	Toyota	172.4	33.0	17	30.0	30.0	62.4
3	Kao	167.5	35.0	12	27.0	25.5	68.0
4	Nissan	166.6	37.4	12	27.0	27.0	63.2
5	Ito-Yoaka-Do	160.5	30.0	20	22.5	24.0	64.0
6	Sharp	159.3	35.2	13	24.0	25.5	61.6
7	Honda	158.0	36.0	7	24.0	27.0	64.0
8	7 Eleven Japan	157.7	28.4	10	22.5	24.0	72.8
9	Fuji Film	157.6	33.0	19	12.0	24.0	69.6
10	Denso	157.2	35.8	13	19.5	22.5	66.4

Nikkei Business has also publicized 3 major worst companies : Mitsubishi Motor, Takefuji (Consumer financial company) and UFJ Bank. These companies have been recently accused of their anti-society behaviors.

■ Fireflies and Liquid Crystal Television

Japan's summer is full of beautiful fireworks in cities and fireflies or glowworms in the county side. Genji firefly (Academic name : chrysochroa fuigidissima) is a kind of most popular insects emitting light while it flies in the summer night.

The light-emitting principle of the firefly is the same as that of Liquid Crystal Display. Remember the principle was first discovered more than 100 years ago by German and Czech scientists and was first product-tested by RCA in 1962.

But LCD is being now mass-produced by Japanese companies.

■ Some Recommended Book about Kaizen. Part 1

For beginners : Gemba Kaizen by Masaaki Imai. Mc. Graw Hill

For JIT students : Attaining Mfg Excellence by R. Hall, APICS

The New Mfg Chgallenge by K. Suzuki, Free Press

For SMED students : A Revolution in Mfg-SMED by Shingo, Productivity Press