

# OSAKA SANGYO UNIVERSITY

## JOURNAL OF BUSINESS ADMINISTRATION

Vol. 6 No. 1

Oct. 2004

---

### <Articles>

- What's the power of brands?.....Akira OSUGA..... ( 1 )
- Management & Supplier System in Guangzhou Honda Automobile Co. Ltd.  
.....Tsutomu Demizu..... ( 11 )
- Study on the Structural Improvement of Inland Waterway Market in EU  
.....Tōru NAKAMURA..... ( 31 )
- Rechtswesen und Bilanzlehre.....Motoi NAKANISHI.....( 45 )
- A Present State of the Globalization of the Japanese Accounting System  
.....Unsik SON..... ( 59 )

### <Notes>

- Rückblick von E. Gutenberg(2).....Shuichi MANCHU..... ( 71 )
- The Introduction of Beer Brewing Skill into Japan and the Heir to it  
.....Toshitaka YAMANOUCHI..... ( 93 )

---

## ACADEMIC SOCIETY OF OSAKA SANGYO UNIVERSITY