

Matsushita Electric Industrial Co.,Ltd.

KADOMA OSAKA JAPAN

MASAHARU MATSUSHITA
CHAIRMAN OF THE BOARD

May 25, 1993

Mr. Homer Sarasohn
10078 Calle de Cielo
Scotsdale, Arizona 85258
The United States of America

Dear Mr. Sarasohn,

I have just returned from the Panasonic National Sales Meeting held in Orlando, Florida. It was the last year's meeting where we met after over 40 years of interval. Time really flies like an arrow. How have you been ever since then? I hope you and your wife are in good shape both in business and private life.

As promised to you before, I am sending you herewith a copy of the recompiled edition of the textbook "CCS Management Seminar." It took a long time to reedit the old textbook for even easier reference for the people today.

Even though the textbook is over 40 years old, I believe there are lots of lessons which people of today can draw. For this reason, I have distributed this textbook to all the executives of our company and its related subsidiaries and affiliated companies.

In the preface, I urged the executives to refer to this textbook, whenever they face any problems and need some management advice.

I hope this new edition will become a modest reminder of the good old days of our association, which will continue into the future.

With warm regards.

Sincerely yours,



Masaharu Matsushita
Chairman of the Board

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