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Philips built its success on a worldwide portfolio of responsive national organizations while Matsushita based its global competitiveness on its centralized, highly efficient operations in Japan. During 1990s, both company faced major challenge to their competitive positions and organizational model, and at the end of the decade, both companies were struggling to reestablish their competitiveness.

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Philips uses a glass case for its DiamondClean toothbrush, for example. "We have focused on the quality of the materials and the finish, so when you see it on the shelf it is not just another chunk of plastic; you can feel the weight and finish," he says.

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