

Part 4
The third stage of my life as business consultant
(11)

My essay on “Owner-Operator System”
Bought about discussion for more than ten years

My essay entitled “The Owner-Operator System should be exercised” was published in the trucking industry journal in a series of eight editions, which began right in the edition of the day after my trip to the United States on October and ended in December 1993.

The article entitled “The Investigation Trip to the United States on the Owner-Operator System” was published in a series of 15-edition in a scale of the whole page occupied each time. It ended with the last edition in May 1994 as mentioned before.

It was true that my articles did bring out a sensation among the trucking industry and its people. It was in the age of what we called the age of the revolution of distribution, and the logistic reformation was in that horizon to be studied among the people concerned. The problem of the Owner Operator System was in the line of it.

However, in the beginning, there was not much response to my advocate of the system. This came from the fact, I thought, that Japanese are not positive in things new, better to say, that we are non assertive as compared with that of the American character of assertive and sometimes aggressive to challenge new things.

In the meantime, there came out a response among the trucking associations and the department of Transportation, which drove me more to write to those negative opinions. My further writings against them played the opening of the heated discussion over the publications of newspapers and magazines in the trucking industry.