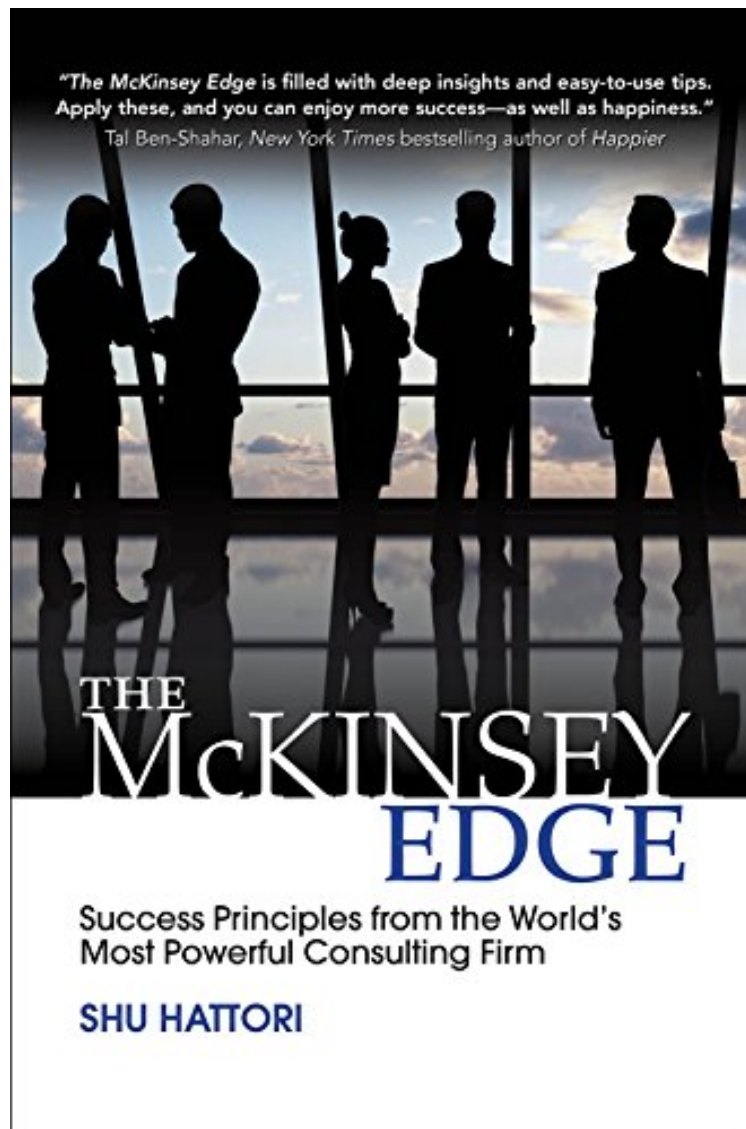


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About the Author
Shu Hattori is a Japanese-British national with extensive experience in management consulting, start-ups, online social commerce, and news media. While at McKinsey Company, he served in advanced industries, high-tech, and media in Asia, North America, and Europe for more than five years. Now, he runs a leadership development start-up. Shu earned an MBA from National Taiwan University with a full government sponsored scholarship and a bachelor's degree in commerce with distinction from McGill University in Canada.