



Rights Guide 2019 FBF

E-mail : global@d21.co.jp

Tel : +81-3-3237-8325

Fax : +81-3-3237-8323

HP: <http://en.d21.co.jp>

11F, Hirakawacho Mori Tower,
2-16-1 Hirakawacho, Chiyoda-ku,
Tokyo 102-0093, Japan

HOT List

A Monk's Guide to a Clean House and Mind p.5
SOJI Within Yourself p.6
The Minimalist and Zen Living p.9
Secretarial Training Course For Business People p.8
Innovating Your Business Through Art Thinking p.25
A Psychiatrist's Guide to Super Efficient Work p.28
Forgive Yourself p.47
Encyclopedia of Good Habits p.49
Reinvent Yourself p.51
Weekly Dietary Habits to Cure Your Mind p.70
The Disaster Handbook p.72
Mom is 100cm tall p.84
MOIMOI p.99
Urushi p.100
MoiMoi & Kily p.101

★Popular Buddhism

p. 5

The Zen of Eating p.7
A Monk's Guide to Stay Calm p.8
Simply Zen p.10
Global Temple Cuisine p.10
Zen Wisdom: Words of Sawaki Kodo p.11
Happiness Without Money p.12
Guidebook To Reset Your Worldly Desires p.13
A Zen Guide to Enlightenment p.14
10 Virtues for Daily Enlightenment p.15

★Business

p. 16

The Manual of Work p.16
Mindset to refine the mind p.17
47 Steps to Your Career Change p.19
OKR for Leaders p.20
100-Years-Life Design Databook p.21
International Politics Course by the University of Tokyo p.22
Pinpoint Personal Connections For introverted people p.23
Why Work? P.24
Sound Power p.26

Logical communication p.27
30 Things I Wish I Knew Before Becoming a Leader p.29
100 Lessons on Management p.30
Third Way p.31
Social Media Marketing p.32
Shift Market Theory @.33
The Infographic Encyclopedia of The Business Classics p.34
9 Essential Habits for Positive Thinking p.35
The Making Of An Undefeatable Mind p.36
The Art of Work Rethinking Work from a Higher Point of View p.37
Beyond Strategy Consulting p.38
The Three-Minute Coach p.39
50 Giants of Strategy p.40
Rise of Business Model Innovations p.40
Change Just 1% of Your Mental Management to Put Yourself Ahead of 99% of the Rest p.41
Sustainable Capitalism p.42
The Best Coach Doesn't Teach, But Guide p.43
Handwriting Business Proposal in One Paper p.44
Original Thinking for Attractive Business Proposal p.45
Unleashing the Power of Habit for Business p.46

★Personal Growth p. 47

Beyond Pornography p.48
Marcus Aurelius: Live Better p.50
Decision Making Techniques for Indecisive People p.52
World's Strongest Memorization Technique p.53
I Give My All for What I Love Only p.54
Introduction to Daisetz p.55
Anger Free Life p.56
Liberal Arts Today p.57
77 Parables for Life and Work p.58
The Art of Learning: The Essential Skill for Success p.62
Controlling Your Emotions p.63
Strengthen Your Mind p.64
The Wisdom of Nietzsche p.65
Cat, All Too Cat: A Philosophy Cat Story p.65
Men Who Don't Listen, Women Who Don't Explain p.66
Moody Older Brother, Irresponsible Younger Brother p.66
Way of Talking to Bring You Fortune p.67
7 Days Journal To Your Strongest Self p.68

★Lifestyle

p. 69

The Working Mother Manual p.69
Autonomic Nerves Care Book p.71
Emergency Preparedness for Families p.73
The Gestures of the Handsome & Beautiful Woman p.74
Depression Treatment Mapping p.75
The Secrets to Lifelong Beauty Beyond 45 Years p.76
Enjoy the Sensual Life Like a Parisian Madame p.77
Anti-Aging Mind-Training In Your 40s p.78
How to Save Money when You Earn 2 Million Yen a Year p.79
A French Countess' 45 Rules For An Elegant and Beautiful Life p.80
You Are When You Eat: Time Nutrition p.81
80 Rules For Elegance p.82

★Essay

p. 83

Pearls of Wisdom To Become the Best Version Of Yourself Ever p.83
Happy in 3 Seconds p.85
What if Tomorrow Was Your Last? P.86
Educational Abuse p.87
How Are They Not Guilty? P.88
Mercy Killing or Death with Dignity p.89
100 Words That Makes You Happy in 3 Seconds p.90
I Want to Tell You My Feelings p.91
Start Here and Now p.91

★Fiction

p. 92

The Fox from Amou p.92
The Driver p.93
Regeneration p.94
Playtime Is Never Over p.95
Book of the Wise p.96
What She Left Behind p.96

★Reference Book

p. 97

The Ultimate Study Manual p.97

★Picture Book

p. 98

Upside Down p.102
Isaac The Bully p.103

A Monk's Guide to a Clean House and Mind

お坊さんが教えるところが整う掃除の本
Dec. 2011 | 176P | ISBN: 978-4-7993-1096-0

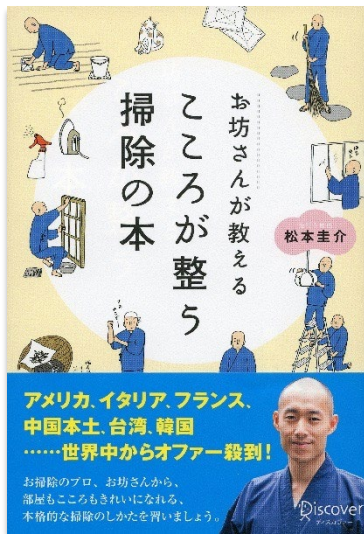
130,000 copies sold!

**“We remove dust to sweep away our worldly desires.
We scrub dirt to free ourselves of attachments”
(from the introduction).**

To Buddhist monks, cleaning is one of their cardinal trainings, leading to their reputation as cleaning pros amongst monks. This book introduces Zen Buddhism methods on how to clean stains, dirt, and the outdoors, as well as ways to get rid of anxieties and obsessions. The step-by-step instructions in this book will help you cleanse your soul while becoming a better cleaner.

Rights sold to 18 areas!

Complex Chinese, Simplified Chinese, Dutch, English (UK, US), French, German, Greek, Hebrew, Italian, Korean, Portuguese (Brazil, Portugal), Romanian, Russian, Spanish, Vietnamese, Indonesian



Contents

- Introduction
- Cleaning tips
- Cleaning kitchen and bathroom
- Cleaning the bedroom
- Cleaning outside
- Cleaning mind and body
- After cleaning
- Conclusion

Matsumoto Shoukei

Matsumoto Shoukei is a Shin-Buddhist monk who serves at Komyoji Temple in Tokyo.

He was selected as one of the Young Global Leader Honorees by the World Economic Forum 2013. He is the author of many books, and is regarded as one of the most charismatic figures in the Buddhist world today.

Graduated from Tokyo University's School of Religious Studies and completing an MBA at the Indian School of Business, Matsumoto opened the website higan.net, using it as a platform to hold concerts, as well as attract customers to his temple café "Kamiyacho Open Terrace."

Having been undertaking unique activities, he has received domestic and international attention including Financial Times UK.

Matsumoto is a member of the Renge-Ji Institute for Buddhist Research, as well as a delegate for the U.S.-Japan Leadership Program.

SOJI Within Yourself

こころを磨く SOJIの習慣

July 2019 | 191P | ISBN 978-4-7993-2540-7

SOJI is an act of mindfulness that you can practice everyday. Clean things up and you will polish your mind as well. Cleaning won't ever be the same!

**The sequel to
'A Monk's Guide to a Clean House and Mind'**



Contents

- Why SOJI
- Daily cleaning
- What cleaning can teach you about life
- Buddha and SOJI
- SOJI connects the temple to society

With every sweep, the sound of bamboo brooms resonates in the streets of Kayamicho in Tokyo.

Regardless of the scattered blossoms in spring, the fast mosquitoes in summer, countless fallen leaves in autumn, on the cold northern wind in winter, we do 'soji'. You can do it by yourself, or you can do it with a group. It's easy and fun for anyone, yet it's deep. This is 'soji'.

Living carelessly accumulates dirt in your mind.

Living mindfully clear your mind. If you prepare your living environment by doing 'soji' daily, your mind will also benefit from it. SOJI is packed with essential element of Zen practice. This book will transform cleaning into a fun, deep and a good habit.

Rights sold to: Italian

Matsumoto Shoukei

Matsumoto Shoukei is a Shin-Buddhist monk who serves at Komyoji Temple in Tokyo.

He was selected as one of the Young Global Leader Honorees by the World Economic Forum 2013. He is the author of many books, and is regarded as one of the most charismatic figures in the Buddhist world today.

Graduated from Tokyo University's School of Religious Studies and completing an MBA at the Indian School of Business, Matsumoto opened the website higan.net, using it as a platform to hold concerts, as well as attract customers to his temple café "Kamiyacho Open Terrace."

Having been undertaking unique activities, he has received domestic and international attention including Financial Times UK.

Matsumoto is a member of the Renge-Ji Institute for Buddhist Research, as well as a delegate for the U.S.-Japan Leadership Program.



★Popular Buddhism

The Zen of Eating

お坊さんにまなぶ ころろが調う食の作法
May 2015 | 152P | ISBN: 978-4-7993-1668-9

**The second installment of the Monk Series!
Buddhist monk Seigaku teaches the Zen way of
'food', from cooking to serving, to eating and
cleaning up.**

Contents

- Temple etiquette
- Of cooking
- When the food changes, everything changes

The Zen of Eating condenses centuries of culinary, dietary, and gastronomical traditions into simple concepts that will help you and your family enjoy your meals to the fullest.

Rights sold to:
Italian, French, Spanish, Vietnamese

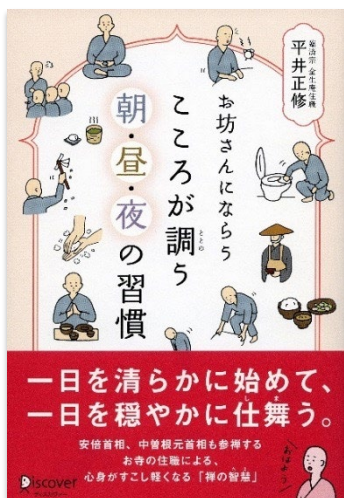
Seigaku

Born in 1981, Seigaku graduated from Keio University in Tokyo, and completed his Buddhist training at Edo-ji Temple. He then traveled to temples in China, America, Poland, Germany and other countries. Currently, he is promoting the Zen way of living through several activities, mainly based in Berlin.

★Popular Buddhism

A Monk's Guide to Stay Calm

45 Routine Habits for Morning, Afternoon,
and Evening



お坊さんにならう ころころが調う 朝・昼・夜の習慣
Nov. 2017 | 208p | ISBN:978-4-7993-2194-2

The third book of the Monk Series will teach you how to stay calm in stressful everyday situations.

Contents

- Morning habits to start your day at best
- Daytime tips to keep your composure
- Night habits to conclude your day
- Tips for when anxiety just won't go away

For those whose work involves high stress situations, it is crucial to establish habits that keep their minds calm and clear. You can come up with many ways to achieve this - running, meditating, and so on - but these never really get to the bottom of the problem. It's time to turn to the timeless wisdom of Zen Buddhism. People in Japan, including former and current prime ministers, have benefited from Buddhism practices. This book is filled with these practical tips, specifically what to do in the morning and evening, in order to stay calm to the end of the day. Here is the advice of a practicing monk at a famous Zen temple in Japan, where even government officials of high ranks go seek help.

Rights Sold to:
Complex Chinese, Italian

Hirai Shoshu

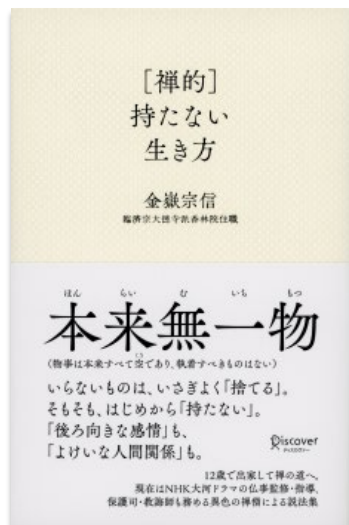
Hirai Shoshu is a chief monk at Zenshoan, a Rinzai Zen temple in Japan. He has been practicing Zen Buddhism for about 30 years. Besides his daily duties at the temple, Mr. Hirai regularly gives lectures at government offices, companies, and universities on Zen Buddhism and its application to everyday life. His books include Introduction to Zen, Power of Forgetfulness, and many others.

The Minimalist and Zen Living

[禅的] 持たない生き方

Dec. 2018 | 158P | ISBN 978-4-7993-2403-5

How to become unconstrained from things and still be happy? A popular Zen Buddhist monk shares his Zen knowledge to free you from attachment and misery.



Contents

1. Recommendations for a Zen minimalist way of living
2. Get rid of things resolutely
3. Do not buy unnecessary things
4. Stay away from negative feelings
5. Do not keep unwanted relationships

“Today’s people live amid too many things. It’s like a bowl full of water that can’t tell when it is enough, when it is happy.”

Get rid of all unwanted things, buy the minimum, avoid negative emotions, free yourself from unnecessary relationships: a Zen Buddhist from Japan shares the minimalist, Zen way of living that frees you from owning.

“Mind free from attachments,” “utterly empty mind” and many other Zen concepts are applied throughout the book.

Kanetake Soushin

Kanetake Soushin is the chief monk at the Rinzai Daitoku Temple in Tokyo. Kanetake is a former chief editor of the Tokyo Rinzai Zen magazine “Houkou.” He has also held advisory roles for many nationally popular TV programs with regard to their Buddhism representations.



★Popular Buddhism

Simply Zen Vegetarian Cooking to Satisfy the Soul

お寺ごはん

Nov. 2012 | 144P | ISBN: 978-4-7993-1248-3

Over 100,000 copies sold!

99 delicious vegetarian recipes that you can make at home. See the difference that a healthy Zen diet can make in your life!

Rights sold to:

Italian, French
(Switzerland)

The beautiful, healthy vegetarian recipes in *Simply Zen* can all be made in three easy steps. Dubbing his recipes as “soul cooking,” each dish is healthy and low-calorie, and accentuates the subtle flavours of the ingredients.

Each of the 99 recipes are accompanied by beautiful full-colour photos of the preparation and the finished product.



Sequel

Global Temple Cuisine

西洋お寺ごはん

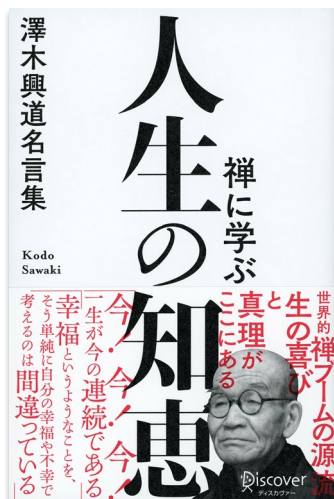
Nov. 2018 | 127P | ISBN: 978-4-7993-2390-8

“There are many cultures and religions in the world. Some religions have rules banning certain foods. Also, there are a lot of people who are on a specific diet for ethical reasons, such as vegetarians. With this temple cuisine, many people can eat safely. Knowing these basic concepts, people all over the world can make these recipes using ingredients of their own country.” (From the introduction)

Aoe Kakuho

Aoe Kakuho (Kaku) is the master monk of Ryokusenji Temple at Asakusa, Tokyo. He obtained an MBA from California State University, Fresno.

As a chef of temple cuisine, he has published many books and magazines, organised many event such as “dialog with Dalai Lama and 100 young religionists”(making lunch for 300 members), and given lectures at universities and other locations.



★Popular Buddhism

Zen Wisdom Words of Sawaki Kodo

禅に学ぶ 人生の知恵 澤木興道名言集
July 2018 | 224P | ISBN 978-4-7993-2320-5

The origin of the Zen movement through the teachings of Sawaki Kodo, one of the most significant Zen priests of the 20th century.

Contents

- 1 Now is all.
- 2 Be yourself.
- 3 Get away from attachment.
- 4 Humans are just humans.
- 5 Don't mind trivial matters.
- 6 Don't be obsessed with your thinking.
- 7 We all die one day.
- 8 Don't sit for enlightenment.
Just sit.

“Now! Now! Now! Life is a succession of NOW.”

“Happiness shall not be defined simply by your personal, limited experience of happiness or unhappiness.”

“You are a ghost of the past if you are obsessed with the past and keep your today empty. You are an illusion of the future if you keep looking for the future.
We all must live to the fullest in this moment.”

His simple and clear teachings are still alive in and out of Japan. The Soto Zen Center at Stanford University is just one of the many places in the world that spreads his thinking. Apple's founder Steve Jobs is known to have been influenced by Sawaki.

This book selects the most essential words of Sawaki to shed light on his view of Zen Buddhism.

Sawaki Kodo

Sawaki Kodo is one of the most well-known Japanese Zen Buddhist monks. Born in Mie, Japan, in 1880, he lost his parents early in his life and grew up with his stepfather and stepmother. In 1899, Sawaki renounced the world and became a monk at Eihei-ji. He was a wandering monk and taught around different temples around Japan. Later in his life, he taught at Komazawa University as a visiting professor. He passed away in 1965.



★Popular Buddhism

Happiness Without Money A Zen Monk's Lifestyle

貧乏入門

December 2009 | 208P | ISBN 978-4-88759-783-9

**Over 50,000 copies
sold!**

This is a book written by an internationally renowned Japanese Buddhist monk Koike Ryunosuke, whose works have been published in Korea, Taiwan, and China.

Rights sold to:

French, Italian,
Korean, Lithuanian,
Portuguese
(Portugal), Spanish,
Thai, Vietnamese,
Simplified Chinese,
Complex Chinese

In this book, Koike explains that if we abandon our greed for money and only buy what is necessary, we should be able to achieve true and everlasting happiness in our lives even at a time when you are left with no money. Rather than seeking materialistic satisfaction, Koike illustrates that there are many ways to find happiness in this world regardless of whether you have money or not. Based upon Zen Buddhism teachings, this book suggests that we can only find happiness once we stop consuming and learn how to resist our worldly desires.

- Why do we feel unhappy even though we are surrounded by material wealth?
- Three ways to deal with your desire for more
- Ways to use money for happiness
- The three mechanisms behind happiness
- How to live a wealthy life without being rich

Koike Ryunosuke

Koike is a Japanese monk who is actively involved in practices that extend beyond traditional Buddhist boundaries, such as holding meditation classes, and running his own website "Iede Cafe." Koike is charismatically popular amongst younger generations for his comprehensive yet easy to understand stress-busting Zen and Buddhist teachings. He has published 15 books in a three year period, with approximately 900,000 being printed in Japan. His latest work *Buddha's Voice Reinterpreted in Modern Words* has sold over 200,000 copies alone.



★Popular Buddhism

Guidebook To Reset Your Worldly Desires

煩悩リセット稽古帖

January 2009 | 248P | ISBN: 978-4-88759-682-5

Over 80,000 copies sold!

A comic book-styled guide to face everyday life by the internationally renowned Japanese Buddhist monk Koike Ryunosuke.

Rights sold to:

Korean, Thai,
Vietnamese, Simplified
Chinese, Complex
Chinese

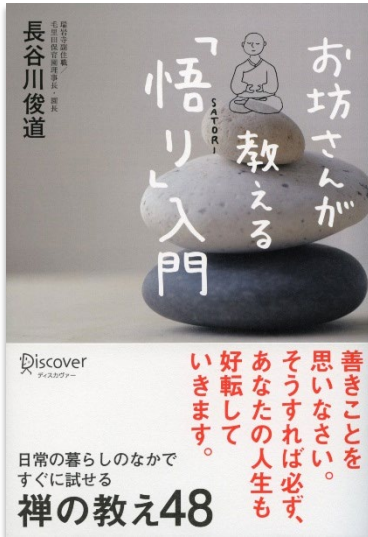
Have you ever wondered how you could free yourself from jealousy, anger, and fear?

Written by a charismatic Japanese young monk, this comic book-styled guide reveals simple methods that can be immediately put into practice to release yourself from the stress and negative thoughts of everyday life. Written with those who are not familiar with Buddhist teachings in mind, this book is highly likely to be popular amongst Western readers who might not have experience with Buddhism.

All of this author's books are best sellers in Japan, with translated versions published in Korea, Taiwan, Thailand and China. The book explains Buddhism from a practical point of view, making it popular among younger readers.

Koike Ryunosuke

Koike is a Japanese monk who is actively involved in practices that extend beyond traditional Buddhist boundaries, such as holding meditation classes, and running his own website "Iede Cafe." Koike is charismatically popular amongst younger generations for his comprehensive yet easy to understand stress-busting Zen and Buddhist teachings. He has published 15 books in a three year period, with approximately 900,000 being printed in Japan. His latest work *Buddha's Voice Reinterpreted in Modern Words* has sold over 200,000 copies alone.



★Popular Buddhism

A Zen Guide to Enlightenment

お坊さんが教える「悟り」入門

March 2014 | 256 Pages | ISBN: 978-4-7993-1468-5

Over 80,000 copies sold!

A perfect companion to Keisuke Matsumoto's international bestseller *A Monk's Guide to a Clean House and Mind*.

Contents

- 1 Clear your mind through breathing and good posture
- 2 True wealth comes from giving
- 3 Why are we here, and where do we go when we die?
- 4 Do not waste your time worrying about little things

This guide to Zen, written by the vice-head priest of a temple established in 1543, covers everything you need to know about mindfulness, meditation, and more. An all-encompassing guide on the theme of 'now' interconnectedness, happiness, attachment, dealing with irritation, life and death, the afterlife, and temples.

Rights sold to: Italian

Hasegawa Shundou

Hasegawa is the vice-head priest at the 600 year old Zuiganji Temple. He spent 3.5 years training at Eiheiji Temple, after which he worked at a temple near Pearl Harbor for 7 years. He began his work at Zuiganji upon returning to Japan. He also creates a podcast where he provides advice to listeners.



★Popular Buddhism

10 Virtues for Daily Enlightenment

日常の中で悟りをひらく10の徳目

August 2016 | 240P | ISBN: 978-4-7993-1944-4

**10 virtues to find peace and harmony in your everyday life,
explained by a Zen priest!**

Contents

- 1 Because no one else is going to do it
- 2 Be the first to give
- 3 Using words to motivate and inspire
- 4 Do it for your people, your community, your world
- 5 Feel, empathize, be grateful
- 6 Live with discipline
- 7 Don't get disheartened when you fail
- 8 Improve a little bit each day
- 9 Make quiet time for yourself
- 10 Growth and support for life and beyond

You too can find more balance in your life through mindfulness and awareness. A Zen priest shares easy-to-understand Buddhist practices that you can apply to your busy, seemingly hectic life.

With just a little bit of effort you can improve your family life, personal life, and indeed your professional life in no time at all.

Nansen Osho

Nansen Osho was appointed to the prestigious position of head priest of Jigen temple in 1998. Far from a bland ascetic, he makes it his duty to spread Buddhist teachings to the masses, believing that everyone can better themselves and their existence with just a little bit of wisdom.

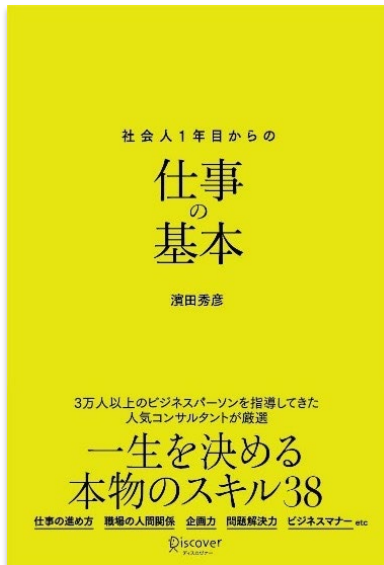
The Manual of Work

From Freshman Employees to Experts

社会人1年目からの仕事の基本

March 2019 | 175P | ISBN 978-4-7993-2456-1

The guide to level up the skills that will determine your work-life! The basics of work explained step by step, from communication to problem solving.



Contents

- 1 | How to progress at work step by step
- 2 | How to enhance your communication skills
- 3 | How to get along with your boss, seniors and customers
- 4 | How to enhance your planning and problem solving ability
- 5 | The new standard of business manners
- 6 | Skill up and career development

A human resources consultant who has taught more than 30,000 people explains how to work in a company in 3 easy steps!

NG: Things to overcome

OK: Basic concepts for work

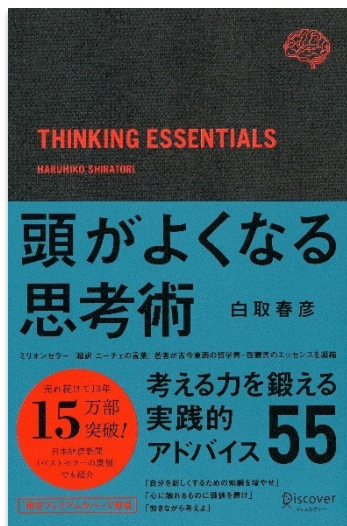
GOAL: Elements to distinguish yourself

The first practical book for business people to upgrade their skills and develop their career.

Rights sold to: Korean

Hamada Hidehiko

Hamada Hidehiko is the representative director of Human Tech Inc. After graduating from Waseda University, he got a job at a real estate renovation company, then moved to a human resources development company. He became the manager of the business planning department and head of the system solutions division, and then started working independently. As a consultant, he conducts public seminars and individual company training, teaching more than 30,000 people. He has published several books on the theme of business skills.



★Business

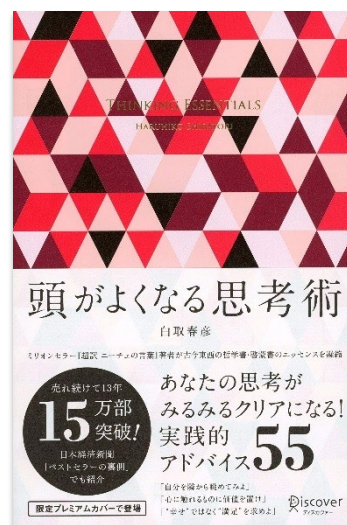
Mindset to refine the mind

頭がよくなる思考術

Feb 2019 | 128P | ISBN: 978-4-7993-2237-6

(978-4-7993-2236-9)

55 practical advices to change your mindset by 180 degrees and refine your thinking.



Here is the new edition of “Mindset to Refine the Mind” that sold over 150,000 copies!

The act of thinking also has techniques to cultivate it, which affect you daily, even the enjoyment of life.

Here is the guide to refine your mindset through thinking approaches by influential thinkers.

Just like suggested by many enlightening philosophers, no one can think without flaws. That is why we need talk to each other, read books, and try to find better ways to think and live. This book will help you polish your thinking and clear your mind.

Contents

- 1 Mindset:
“I can answer”
- 2 Mindset:
“No hesitations”
- 3 Mindset:
“Let's live happily”
- 4 Mindset:
“Clear mind”
- 5 Mindset:
“Imaginative mind”

Rights sold to:

Complex Chinese, Simplified Chinese, Italian, Korean, Spanish, Vietnamese

Shiratori Haruhiko

Shiratori Haruhiko graduated from Dokkyo University, majoring in German. He studied abroad at the Berlin Free University, studying philosophy, religion and literature, and then returned to Japan. Since then he has written best-seller introductory books and commentaries on religion and philosophy. He also gives weekly university lectures on philosophy and ethics.

Secretarial Training Course For Business People

ビジネスパーソンのための「秘書力」養成講座
March 2019 | 255P | ISBN: 978-4-7993-2446-2

**Secretarial skills are the strongest business foundation!
This easy-to-understand guide will teach you how to
perform tasks efficiently and build good relationships.**

Contents

1. Doing business
 - planning
 - error-free
 - awareness
 - problem solving
2. Network building
 - hospitality
 - communication
 - confidence
3. Self-growth
 - learning skills
 - growing skills

How to appraise the work of a secretary who performs a wide range of duties and is able to communicate without mistakes in multiple concurrent projects?
This book deconstructs what "secretary skills" are, and enables all business people to work minimising errors. Written by an expert secretary and personnel trainer, this book comprehensively covers tips to work efficiently, communication and self-growing skills.

Ide Motoko

Ide Motoko joined Recruit Co., Ltd. after graduating from Iwate University in Humanities and Social Sciences.

As an IT trainer, she was in charge of personnel training for the publishing, printing and mobile communication industries.

After joining Komiya Consultants she served as the secretary of a firm CEO, while serving as a lecturer for new employees training and secretarial training.



★Business

47 Steps to Your Career Change With No Qualifications

どんな職場でも求められる人になるためにいますぐはじめる
47のこと

March 2019 | 231P | ISBN: 978-4-7993-2444-8

Here is the easy and practical guide to switch your career and land your dream job even without qualifications or expertise.

Contents

- 1 Decide what kind of company you want to work for
- 2 Understand your current situation
- 3 Accomplish achievements at your current job
- 4 Expand your possibilities
- 5 Control your emotions

Have you ever thought "I am uneasy about whether I can continue my current work. Should I get some qualification?" or "I want to change my job, but I have no skills"?

With 47 tips by an expert career counselor, this book will lead you to succeed whichever company you apply for, whether or not you are an office employee, or have no specialization.

Here, the three conditions to become a desirable worker are explained: (1) honesty and willingness to grow; (2) ability to see the big picture; (3) ability to move independently.

Fujii Sawako

After working for a major camera maker, Fujii Sawako worked at a human resources company. She established a career change support team mainly for women, and supported numerous career changes. After that, she started working independently as a career counselor for more than 13,000 women in total and conducts lectures and training centered on female managers and subordinates about 200 times a year. In addition, she is active in a wide range of activities such as university lectures, career seminars, and writing.



★Business

OKR for Leaders

本気でゴールを達成したい人とチームのための OKR
April 2019 | 215P | ISBN: 978-4-7993-2461-5

A guide to the Silicon Valley-based goal management tool OKR (Objectives and Key Results)!

Contents

- 1 Now is the age of organization
- 2 The formula for organization
- 3 Change the mechanism, not the mentality
- 4 Advantages of OKR
- 5 How to start using OKR
- 6 OKR implementation
- 7 OKR introduction case studies

Leaders must face business challenges ahead and at the same time be inspired by ideals. OKR (Objectives and Key Results) is a management mechanism for leaders who keep achieving their goals while delivering real results. OKR was developed by Intel and spread to Silicon Valley venture companies as a "target management system's, being adopted by companies such as Google, Facebook, Twitter, Dropbox, LinkedIn and AirBnB. Learn how to create a strong organization by overcoming the disadvantages of Management by Objectives (MBO) and taking advantage of the OKR concept to achieve your goals.

Okuda Kazuhiro

Okuda Kazuhiro is the representative director of Tabanel Co. After graduating from university, he worked for an apparel company, then a consultancy, and finally moved to his father's company. He succeeded in expanding the business launching 40 new stores in eight years, but due to changes in market conditions, the company went bankrupt. After working at a major cosmetics firm, he moved to an organizational consulting company. Feeling the need to create a strong organization from his own bitter experience, he found the solution in OKR and founded the start up Tabanel Co., Ltd., a consultancy for the introduction of OKR focusing on small and medium enterprises.



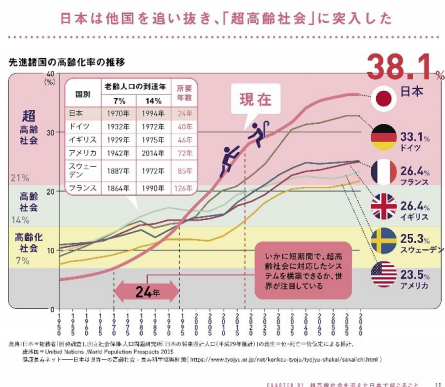
★Business

100-Years-Life Design Databook

DESIGN MY 100 YEARS 100のチャートで見る人生100年時代、「幸せな老後」を自分でデザインするためのデータブック
January 2019 | 295P | ISBN: 978-4-7993-2418-9

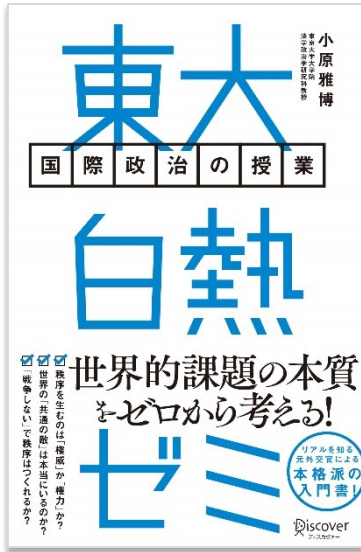
A data-book to design your own life. Understand the basics of health and the medical care system to be in control of your life and retirement plan.

Ordinary people may not be able to live up to 100 years, but for everyone it's possible to maintain good health, prevent dementia (or its deterioration), and retire independently. You can "design it yourself". In order to actively choose your way of life, you need the right knowledge. "What is medically and scientifically correct?" "How is the medical system organized?" "What are some exemplar cases in and outside Japan?" With charts and explanations to easily understand data on medical care for the elderly, this book will teach you.



Oishi Kanoko

Oishi Kanoko is the representative director and president of Mediva, Inc. Graduated from Osaka University Law School, then Harvard University Business Administration. After being a partner for McKinsey & Company, she established Mediva Co., Ltd., a consulting company with the theme of "medical reform from a patient's point of view". She has also served as a council member of Ministry of Health, Labor and Welfare, Ministry of Economy, Trade and Industry, is a Management Council member at Osaka University and an advisor for Harvard Business School (Asia division).



★Business

International Politics Course by the University of Tokyo

東大白熱ゼミ 国際政治の授業

April 2019 | 341P | ISBN: 978-4-7993-2445-5

Terrorism, refugees, Brexit, nuclear weapons and missiles, North Korea ... Former diplomat, now professor at the University of Tokyo, challenges the world's most crucial issues with critical thinking!

Contents

- 1 The nature of international politics
- 2 What is really important in "War and Peace"
- 3 Negotiation on different ideas of justice
- 4 Achieving the best diplomacy

The development of nuclear weapons is steadily advancing in this very moment.

They are getting ready to be launched, and there is no guarantee that leaders will not press the switch.

In countries with lots of tourists, there are groups of extremist groups that assault concert halls, restaurants and cafes one after another.

The invisible enemy continues to proliferate in the cyber world, attacking infrastructure sectors such as telecommunications, transportation and energy.

News of world crises are reported daily. We can easily paralyze our senses, ignore it, get used to it.

However, I hope that you stop to think for a moment.

Peace is said to be understood only when it is lost.

Before that happens, you can start with asking yourself, "why".

Kohara Masahiro

Kohara Masahiro has a doctorate in International Relations, graduating from the University of Tokyo and with a master's degree from UC Berkeley. He entered the Ministry of Foreign Affairs serving as Deputy Commissioner for Asia-Pacific Affairs, then Consul General in Sydney, Consul General in Shanghai, etc. He is also a visiting professor at Fudan University (Shanghai). At the University of Tokyo, his focus is on contemporary Japanese diplomacy.

Stanford Style

Pinpoint Personal Connections For introverted people

内向的な人のためのスタンフォード流ピンポイント人脈術

April 2019 | 252P | ISBN: 978-4-7993-2458-5

Finally, the way for introverted people to be proactive in business! The art of personal connection through “pinpoint” to connect with the people you like!

“I am not good at starting conversations after exchanging business cards” “I am not good at participating in company gatherings” “I am tired of using social media” “I would like to make new friends and try something new”...Do you recognize yourself in these? Here is the “pinpoint” method to personal connection for introverted people! Connect with “people you like” by pinpoint, and form a team so that you and your organization can change.

A Huff Post Books collaboration, a new series created by Discover 21 and Huffington Post Japan.

Rights sold to: Complex Chinese, Korean



Contents

- 1 The age of "pinpoint personal connections"
- 2 Stanford's "Seven Persons" for Introverted People
- 3 The three merits of pinpoint personal connections
- 4 Three steps to make a team with pinpoint personal connection

Takeshita Ryuichiro

Takeshita Ryuichiro is Huffington Post Japan's editor-in-chief. Graduated from Keio University's law department, he joined newspaper Asahi Shimbun. He was a visiting researcher at Stanford University, focusing on economic development and new business development. At Huffington Post, his projects "Ladies Be Open", and "Like One," have earned great recognition.



★Business

Why Work?

Learning from 111 Quotes on Work

新! 働く理由

March 2019 | 320P | ISBN 978-47993-2443-1

Why work?

This book will show you the reason people work with quotes from great thinkers from all over the world!

Contents

1. Living vs. living well
2. Do what you love vs. love what you do
3. Work you like vs. work that fits you
4. What I want to do vs. what I don't want to do
5. Try various things in your 20s
6. Rules to attract good luck
7. Create a career that survives society's changes
8. Work only you can do & work anyone can do
9. Having dreams and goals & putting effort
10. Talent = possibility + constant effort
11. Where is the 'real you'?
12. Why work?
13. Japanese way of life and employment system
14. The era we live in
15. Post-modern work theory

'I have nothing I want to do'

'What is talent?'

'Is your job different from your dream job?'

'Do you like your current job?'

'What do people work for?'

Let's ask the answer to our 'life seniors': philosophers, authors, psychologists and historical figures who pondered over such questions.

This book will make you reflect on the reasons behind working, the meaning of talent, effort, and loving your job.

Toda Tomohiro

Toda Tomohiro has degrees in Engineering and Sociology. He has published multiple books on the topic of work and self-growth. This book is the revised version of the national long-seller first published 12 years ago that sold 160,000 copies.

Innovating Your Business Through Art Thinking

ビジネスの限界はアートで超えろ!

October 2018 | 215P | ISBN : 978-4-7993-2371-7

Innovate your business by integrating art into your approach to problem solving.



Contents

1. Connection between Business and Art
2. Place of Art -- Its Meaning and Role
3. Art, Design, Creativity – the Trinity
4. At the Basis of Art, There Is a Logic
5. Elements of Innovation in Art
6. Art Thinking
7. Practice - Update Your thinking by Drawing

Rights sold to:
Complex Chinese, Korean

More and more products are sold in the market no matter how bad our economy becomes. How do we create products that are attractive to customers? The key lies in design and art.

Today's business environment is complex and volatile, and traditional knowledge and logical thinking are not sufficient by themselves. Even in business, it is more important than ever before to acquire creative and intuitive thinking. We must intuit the whole and then find a creative solution to individual problems.

So far, we have been educated and trained through logical thinking that mainly relies on our right brain. That is still important, but in this century when creativity and agility are the keys, intuition brought by art is equally essential.

Masumura Takeshi

Graduated from Gakushuin University with an economics degree, Masumura Takeshi joined Recruit Inc., where he was involved in marketing, sales, music and film production and publishing. After Recruit, he worked in the music distribution business, and then for TV contents production and publishers. In 2015, Masumura invented a program where people can learn how to draw in a drastically short term. To make a bridge between art and people, he created Art and Logic Limited. He comes from a family of artists, and one of his ancestors is Master Masumura who was a living national treasure.



★Business

Sound Power

Before you know it, sounds are ruling over you

サウンドパワー わたしたちは、いつのまにか「音」に誘導されている!?

July 2019 | 256P | ISBN: 978-4-7993-2475-2

Sounds have the power to influence and lead people to buy. This book reveals how to take advantage of sound as a business tool.

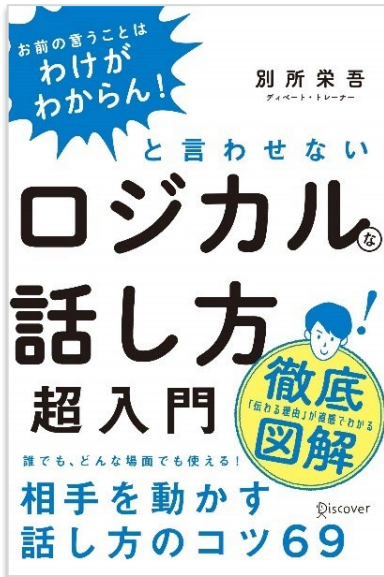
From Disney's "When you wish upon a star" that takes you straight to dreamland, to "I'm loving it" that changed the image of McDonald's, the influence that sounds have on us is more powerful than we realize.

The author, at the forefront of research studies on sound and a consultant for companies and politicians, introduces the secret of the power of sounds, and how to apply it to business.

Rights sold to: Korean

Mitaylor Chiho

Mitaylor Chiho has worked across both public and private sectors, including major US department stores, marketing strategy for famous brands, branding consulting, negotiation and speech analysis in public institutions. She also obtained a master degree from the Julliard School.



★ Business

Logical communication

To Get Your Message Across Anyone

ん！」と言わせないロジカルな話し方超入門

July 2019 | 160 P | ISBN: 978-4-

7993-2468-1
A manual of techniques for logical and persuasive communication to put into action right away and get your message across anyone.

Contents

1. “Do you have any evidence?": How to support your argument with enough evidence.
2. “So what’s the point?": How to create and narrate a story
3. “What you are saying is boring”: How to grab attention.
4. How to construct a speech with the utmost clarity

69 essential techniques for effective business communication, explained with infographics!

Read this book and get your message across to anyone, anytime. This is ideal for those who...

- Get scolded by their boss for being unclear in their reports.
- Miss out a business deal because the client didn't understand the sales points.
- Fail to deliver an attractive presentation at a meeting

with clients:

Bessho Eigo

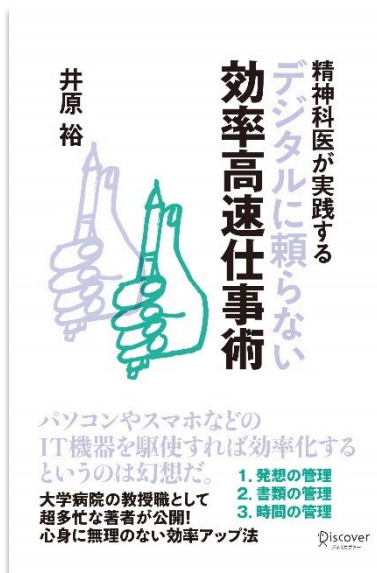
Bessho Eigo is a debate trainer and industrial.

He developed his business communication training program while working as a head of Institute of Knowledge and Technology Development at Japan Productivity Center. He also founded Business Communication Learning Inc. in 2007, conducting seminars and camps for business communication development all over Japan.

A Psychiatrist's Guide to Super Efficient Work

精神科医が実践する デジタルに頼らない 効率高速仕事術
July 2019 | 256 P | ISBN: 978-4-7993-2538-4

How to be more efficient? A leading psychiatrist in Japan shares the secret to efficient work management!



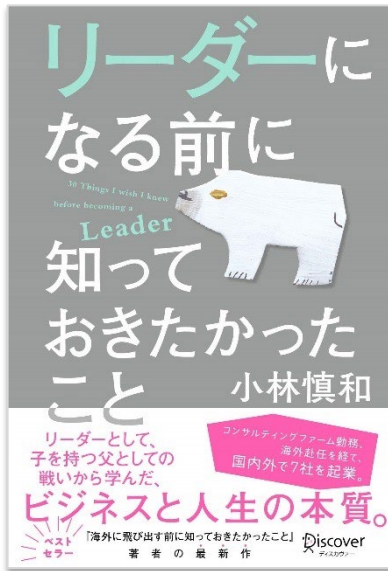
From treating patients to management of the department, to research and to writing, Dr. Ihara surely leads a busy life!
Based on his clinical experience and research, this book reveals the 3 keys to efficient work: ideas, documents and time.

Contents

- 1 Management of Ideas: write down your ideas on a notebook within 5 seconds (ideas also require management / annotate ideas before you forget them / carry a notebook with you all the time)
- 2 Management of documents: the golden method to tidying up (keep your documents in order so you can find them within 30 seconds / keep all the documents in the same space / revise and apply the golden method)
- 3 Management of time: Nap-centrism (organize your schedule around your nap time / take a nap to keep your mind clear / if you don't know where to start, take a nap)

Ihara Hiroshi

Ihara Hiroshi is a chief psychiatrist at the university hospital of Dokkyo University of Medicine in Japan, which mission is to treat patients with the minimum reliance on psychiatric medication. Ihara is specialized in depression, developmental disability and other issues.



★ Business

30 Things I Wish I Knew Before Becoming a Leader

『リーダーになる前に 知っておきたかったこと』
July 2019 | 320 P | ISBN: 978-4-7993-2537-7

Proven by an impressive track record of successful projects overseas, a CEO's insight into leadership will help you transform your business from zero to one.

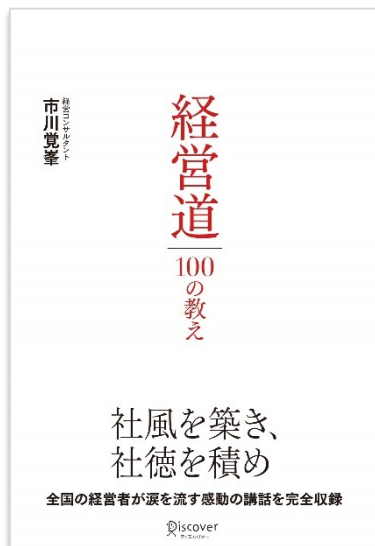
Contents

1. What is communication anyway?
2. What is the most important problem solving ability that a leader needs?
3. How shall a leader build a successful team?
4. How shall a leader develop and use leadership?
5. 3 things that I learned from being a leader.

Value creation is the common challenge for any business person today, whether at a startup or a big corporation. A successful CEO shares 30 practical lessons to handle leadership challenges essential to any new projects and businesses.

Kobayashi Noritaka

Kobayashi Noritaka is a serial entrepreneur, social change producer and the CEO of bajji. He is also an assistant professor at Business Breakthrough University in Japan. In 2012, Kobayashi founded his first company in Singapore. Since then, he has started 5 companies in Asia. In 2016, his company, LastRoots, received the IBM Blue Hub award. Currently, Kobayashi is in charge of bajji, a blockchain SNS startup that aims to connect people passionate about social change.



★ Business

100 Lessons on Management

経営道100の教え

July 2019 | 224 P | ISBN: 978-4-7993-2536-0

100 lessons with real life examples on the essential mindset that successful presidents and managers must possess.

Contents

1. Seek the way and master it.
2. Reviving Japanese Management
3. Building a Corporate Structure
4. Create a Company Loved by People
5. Demonstrating Strength to All Employees
6. Kindle vitality in your organization
7. Nurture your subordinates
8. Live eagerly and passionately
9. Have the spirit of a samurai

The author is a leading management consultant in Japan, who has worked with successful business leaders such as CEOs of OMRON and Coca-Cola Japan. The essence of his many years of experience in management consulting is condensed in this volume. What makes a company successful, with its success lasting over hundreds of years? The author says, a company must create and maintain a culture, where all the employees share the same ideal. Also, a company must care not only about its profits, but also about benefits for society as a whole. A virtuous culture is what brings lasting success to a company.

Ichikawa Kakuho

After working as a researcher at Sanno University, Ichikawa founded the KAE Forum, where he conducts seminars and camps for business leaders. At the age of 44, he underwent 1200 days of austerity at prominent monasteries in Japan. To rekindle the Japanese way of thinking and doing business, Ichikawa founded and became the director of Keieido Japan. In 2015, he established the Entrepreneur Museum to preserve and pass on the legacy of successful business leaders in Japan.

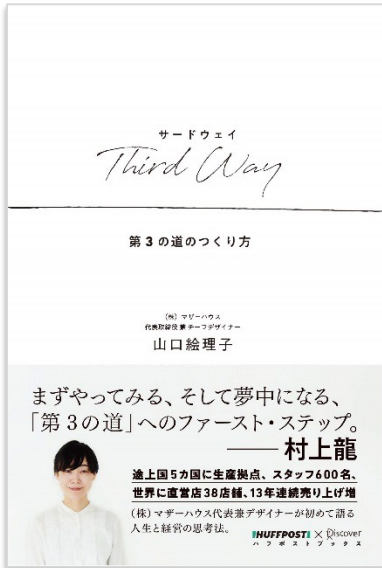
Third Way

Creating new paths to merge opposites

Third Way 第3の道のつくり方

August 2019 | 284 P | ISBN: 978-4-7993-2542-1

The story of the birth of a revolutionary brand and a business lesson to rise above society's bipolarity.



Contents

- 1 Third way for Social awareness and Business
- 2 Third Way for Design and Management
- 3 Third Way for Individuals and Organizations
- 4 Third Way for Mass Production and Handwork
- 5 Third Way for Global and Local thinking

“Social awareness and business”; “design and management”; “mass production and handwork”; “individuals and organizations”; “global and local”... combining two conflicting axes to create a new path: a third way.

The founder and chief designer of apparel firm Motherhouse, with production sites in 5 developing countries, 38 domestic and overseas stores and 13 consecutive years of sales increase, Yamaguchi Eriko, tells her inspiring story.

Behind the brand’s concept of celebrating developing countries’ manufacturing and diversity is a lesson that can be applied to any business to rise above society’s bipolarity.

Yamaguchi Eriko

Graduated in Policy Management, after working as an intern at an international institution in Washington, she studied at the Graduate School of Development of Bangladesh BRAC, while working as a trainee at the Dhaka office of a major Japanese trading company. Returned to Japan, she established Mother House Co., Ltd. with the mission of creating a world-class brand utilizing manufacturing from developing countries. Selected by Young Global Leader (YGL) 2008. Harvard Business School Club of Japan Entrepreneur of the Year 2012.



★ Business

Social Media Marketing Through UGC and ULSSAS

僕らはSNSでモノを買う

August 2019 | 247P | ISBN: 978-4-7993-2548-3

UGC and ULSSAS: the new keywords for social media marketing revealed by young industry leaders!

With SNS, the time has come when everyone can become media and anyone can become a content creator. How can this be linked to the purchase of products and services? The key is “UGC” and “ULSSAS”. Deliver something really good to the people who need it, rather than tricky techniques. Here's how to do it.

<About UGC>

User Generated Contents: the content that users post on their own will, and the key to turn things around when sales slow down

<About ULSSAS>

UGC (User-created content = word of mouth)

□ Like □ **Search1** (Search on SNS) □ **Search2** (Search by Yahoo, Google etc.) □ **Action** □ **Spread**:

It refers to the flow of this phenomenon.

Concepts born as a result of how information propagates in the era of social media.



litaka Yuta

Entrepreneur and social media expert, litaka is the manager of the Facebook app “Hivelo Social Apps” that was used by a quarter of Facebook users in Japan. In 2014, at Basic Co., Ltd., he was one of the founding editors-in-chief in the launch of web marketing media ferret. Growing to 375,000 members in 4 years from its launch. In 2017, he became an executive officer. Since 2019, he has served as an executive officer Marketing Manager at Hotlink Co., Ltd., and conducted SNS consulting for client companies. He has gained experience in consulting more than 100 companies including firms listed on the first section of the Tokyo Stock Exchange.



★ Business

Shift Market Theory

The Simplest Method for Business Creation

ズラシ戦略 世界一やさしい 新規事業開発のセオリー
September 2019 | 240 P | ISBN: 978-4-7993-2474-5

**Success is achieved only after trying many times.
This book will make you feel like giving it a try yourself!**

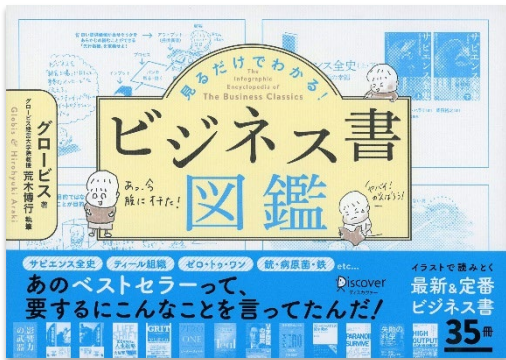
The founder and president of a unique consulting firm in Japan shares with you the low risk and high return theory to create a successful business. From his own experience as the president of the firm and case studies of innovative companies such as Apple and Nike, the author explains the key to successful business creation and development: trying small first and not giving up, until you find the right way to start your business

Contents

1. What is the Shift Theory? You can create successful business by shifting the focus on your potential customer!
2. Understanding the Shift Theory through case studies
 - How Boston Red Sox increased their revenue by six times
 - How Avex Group skillfully applies the Shift Theory in a fireworks festival and a ramen girls museum
3. The Shift Theory in action

Namiki Yuta

Yuta Namiki is a graduate of Keio University and the Wharton MBA program at the University of Pennsylvania. In 2000, Namiki joined McKinsey and Company in Japan becoming its youngest partner ever in Tokyo. He founded a management consulting company, Field and Management Inc. in 2009. Its clients include JAL, SONY Rakuten and many other leading companies in Japan.



★Business

The Infographic Encyclopedia of The Business Classics

ビジネス書図鑑

Nov. 2018 | 296P | ISBN: 978-4-7993-2381-6

Contents

1. Considerations on living as an individual
2. Understanding the essence of being human
3. Understanding the essence of an organisation
4. Predicting the world's changes

Araki Hiroyuki

Araki has obtained a graduate degree in business administration and management, graduated from law school in Tokyo, and completed the BOT program at IMD business school in Switzerland. He now works in business consulting.

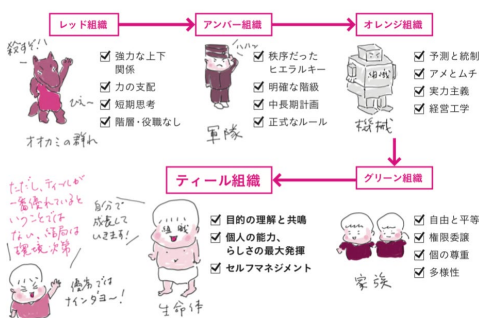
All the newest and basic business bestsellers finally clear! Here is the guidebook that explains them through illustrations.

Understanding business books to understand modern times.

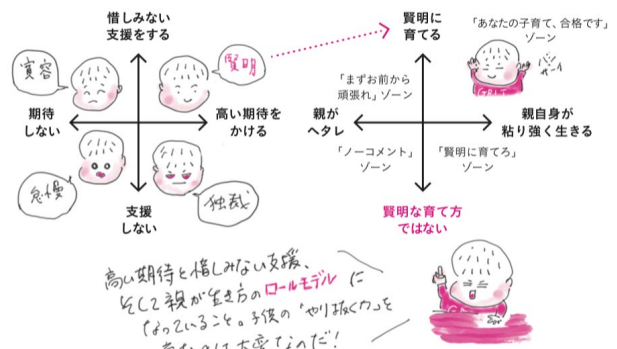
This book addresses the themes of 'living as an individual', 'the essence of being human', 'the essence of an organisation', 'the world's transformation', retracing fundamental books such as:

- *Sapiens* (Yuval Noah Harari)
- *Reinventing Organizations* (Frédéric Laloux)
- *Zero to One* (Blake Masters and Peter Thiel)
- *Life Shift* (Aleta St. James)
- *Theory U* (Otto Scharmer)
- *The Innovator's Dilemma* (Clayton M. Christensen)
- *The Zero Marginal Cost Society* (Jeremy Rifkin)
- *Black Box Thinking* (Matthew Syed)
- *Man's Search for Meaning* (Viktor Frankl).

POINT 1 組織のあり方はレッドからティールへ



賢明な育て方をする かつ 親自身が粘り強く生きる





9 Essential Habits for Positive Thinking

図解 マイナス思考からすぐに抜け出す9つの習慣
 April 2018 | 232P | ISBN 978-4-7993-2257-4

Over 40,000 copies sold!

When you are overwhelmed by unexpected obstacles and challenges, the first thing you need is to change your mindset.

Contents

1. Accept who you are
2. Change your perspective
3. Think in concrete terms
4. Taking multiple perspectives
5. Focus on what you can
6. Accept your destiny...

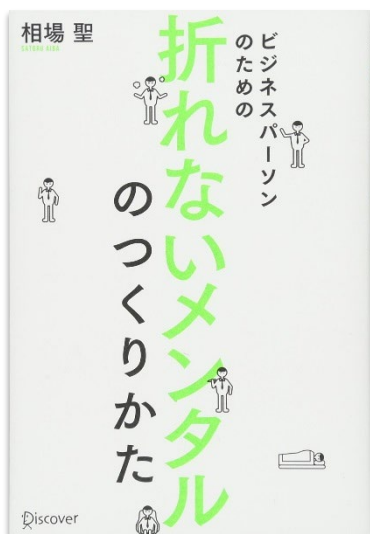
Instead of looking for causes behind problems, you must quickly turn to look at the positive side of things. With this book, prepare yourself for unexpected life challenges!

When we encounter problems in our lives, we tend to become obsessed with asking why. Why am I not good at coordinating with my boss? Why can I not relax on weekends? Why do I always care about what others are thinking? And so on and on. But successful people in the world never ask why. Instead of asking why, they act on their problems with a positive mindset. By analyzing historical and famous figures around the world, we'll see how there are simply 9 habits that these people practice. We can learn from their success and apply that to our own career and life. With rich illustrations and 45 skill sets, this book will change how you think about yourself and make

you think positively about life!

Furukawa Takeshi

Furukawa Takeshi is the CEO of Habitual Consulting. He holds a certificate of NLP master practitioner. With 30,000 corporate and 1000 individual clients, he thinks that habituation is the most important part of career development. In 2016, he did a seminar in China, which accommodated 6000 people. He has written many books on the subject.



★ Business

The Making Of An Undefeatable Mind

折不れないメンタルのつくりかた
June 2018 | 204P | ISBN 9784-7993-2305-2

Visually descriptive! Immediately practical!
27 methods explained with infographics, based on psychology and neuroscience. Encyclopedia of self control methods practiced by successful people

Why are successful people not defeated by failures?
Why are successful people always highly motivated?
Why do successful people interpret every event in a positive light?

The secret to an undefeatable mind common to successful business people, is that they know how to control their mind.
And they practice it at work and home, and making it a habit.

With useful infographics, this book explains the making of an undefeatable mind backed by psychology and neuroscience.
Stress reduction, routine making, stimuli control, inner awareness, abdominal breathing and so on., are tackled with 27 methods you can start to practice from today.

Aiba Satoru

CEO of Human Energy Ltd and Mental Grow Ltd. After working as a sports coach, physical trainer, and mental trainer, the author took charge of a company-wide health development program at DNP Ltd in Japan. His expertise includes mental health support and prevention programs. He also has worked as a counselor in clinical settings for business organizations.



★ Business

The Art of Work: Rethinking Work from a Higher Point of View

働き方の哲学

March 2018 | 264P | ISBN 978-4-7993-2238-3

Contents

1. Work & Career
2. Independence & Growth
3. Knowledge & Ability
4. Meaning & Motivation
5. Working in a company
6. Mental Health

Over 70,000 copies sold!

From Immanuel Kant to Peter Drucker, The Work Book contains the timeless wisdom of legendary figures on the theme of work.

Work is not just about making money. We know that very well, but we often get caught up in everyday trifles and lose sight of the bigger picture. After days and weeks of hard work, all we want is good food, drink and sleep.

We must start thinking of breaking out of this mindless repetition, and find a meaning to our work. This book is a perfect companion to your journey towards that goal. With diverse frameworks in a concise workbook format, The Work Book is full of conceptual tools that will enable you to see and do work in a completely different light.

From new hire to executive level, this book will strongly support you wherever you are in your career, as well as answering philosophical questions about work.

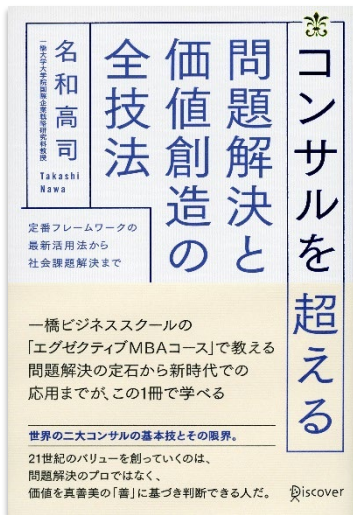
A work bible for all workers.

Rights sold to:
Simplified Chinese, Complex Chinese



Murayama Noboru

Murayama Noboru is the CEO of Career Corporate Consulting, specialized in organizational and HR issues. His unique approach to corporate training programs is highly praised in Japan. Mr. Murayama graduated from Keio University and has worked for renowned Japanese companies until 2003. He holds MBA from Hitotsubashi University in Japan.



★ Business

Beyond Strategy Consulting: The Art of Problem Solving and Value Creation

コンサルを超える 問題解決と価値創造の全技法
July 2018 | 512P | ISBN 978-4-7993-2314-4

A must-have for anyone who wants to learn problem solving in this new age.

The author has worked as a director and senior advisor at the two most powerful consulting firms in the world: McKinsey & Company and Boston Consulting Group. His knowledge now comprehends the pros and cons of the legendary problem solving methods of the two firms, and here he proposes a new way toward value creation and business analysis. Different from any other problem solving manuals, this book presents a radical approach to classic frameworks with many case studies.

Contents

Part 1 The basic skills of strategy consulting

- 1 Problem solving skill
- 2 Problem identifying skill
- 3 Hypothesis construction skill
- 4 Impact thinking
- 5 Framework application
- 6 Framework application
- 7 Sharp knife of analysis
- 8 Strategy as a story

Part 2 Powerful techniques of the top-notch consultant

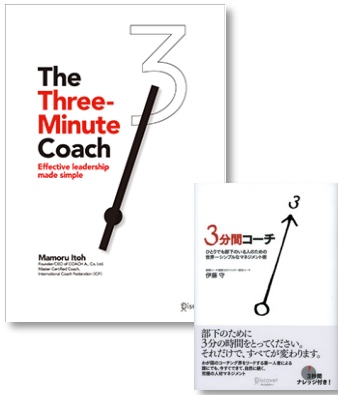
- 9 The legendary Japanese consultant Omae Kenichi's way
- 10 Truth, good and beauty: IQ, EQ and JQ
- 11 System thinking
- 12 Non-linear thinking

Part 3 Toward strategy consulting, beyond strategy consulting

- 13 To those who want to become a strategy consultant
- 14 To those who want to go beyond strategy consulting
- 15 To those who want to solve social challenges by business

Nawa Takashi

After working for Mitsubishi Corporation for 10 years, Nawa worked as a director at McKinsey & Company for 20 years, during which he was a head of the Asia region in the automobile and manufacture sector and a head of Japan office in the high technology and communication sector. He has been a professor at Hitotsubashi University since 2010. He occupies advisory roles for many prominent companies in Japan.



★ Business

The Three-Minute Coach

3分間コーチ

March 2014 | 204P | ISBN: 978-4-7993-1466-1

Over 80,000 copies sold!

Contents

- Seizing the moment
- When do employees need a coach?
- Organizing thoughts
- Generating new ideas
- Charting growth
- Creating an environment where employees can speak freely
- Building trusting relationships
- Creating a 'place of belonging'
- Creating a vision

A Japanese coaching master lays out exactly how to get the most out of your employees and your business.

The godfather of coaching in Japan brings you the simplest guide to human resource management based upon the incredibly popular 2007 lecture “Corporate Coaching in Japan: Improving Business Performance by Improving Relationships,” held at New York University.

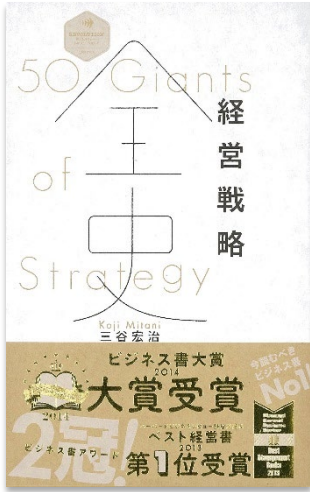
The methods introduced don't require any formal coaching skills: all you need to do is create three minutes to think about your direct reports and speak to them. Making this time for your employees will help them grow far more than trying to strictly follow rules set out in other complicated management books.

Rights sold to:

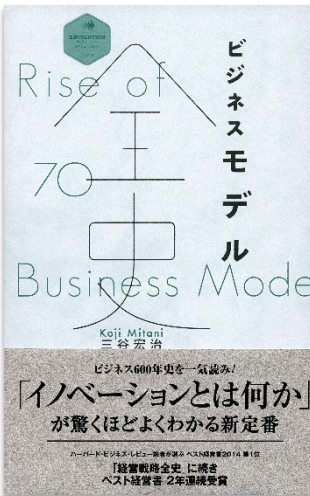
Indonesian, Korean, Russian, Spanish, Thai, Complex Chinese

Itoh Mamoru

Founder & CEO of COACH A Co., Itoh is recognized as a pioneer of professional coaching in Japan, being Japan's first ever Master Certified Coach accredited by the International Coaching Federation. As the author of over 50 published books and numerous other works on communications and coaching, he has a deep interest in people's relationships and how they communicate with one another.



Rights sold to:
Korean, Russian,
Thai, Simplified
Chinese, Comp.
Chinese



Rights sold to:
Korean, Thai,
Simpl. Chinese,
Comp. Chinese

★ Business

50 Giants of Strategy

経営戦略全史

April 2013 | 432P | ISBN: 978-4-7993-1313-8

Over 100,000 copies sold!

Winner of both the 2013 Harvard Business Review Readers' Choice award and the 2014 Business Book Award grand prize.

Finally, the last 100 years of business have been condensed into one volume. Esteemed writer Mitani discusses more than 90 different business concepts from the early 20th century all the way to the present day. *50 Giants of Strategy* is informative yet accessible, and is sure to appeal to business people of all stripes.

Rise of Business Model Innovations

ビジネスモデル全史

September 2014 | 440P | ISBN: 978-4-7993-1563-7

Over 60,000 copies sold!

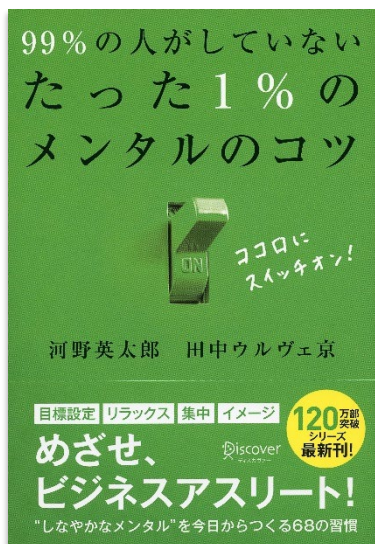
***Rise of 70 Business Model Innovations* examines the business innovations that have shaped the world as we know it today, from the early innovations of the 15th century, all the way up to modern-day startup companies.**

Whether you read this book in its entirety, or use it simply as a reference book, it is sure to inspire you to push further in your field. Whether it be Ford, Xerox, Nintendo or Google, you will find detailed back story for each company, as well as a detailed look at how they changed their respective industry.

Mitani Koji

Mitani Koji is an Business Book Award and Harvard Business Review Award-winning and author and professor, with consulting experience at Boston Consulting Group and Accenture.

He is currently the director of a non-profit organization focusing on education for people of all ages. He is considered a trusted and respected authority on business in Japan.



★ Business

Change Just 1% of Your Mental Management to Put Yourself Ahead of 99% of the Rest

99%の人がしていないたった1%のメンタルのコツ
Sep 2017 | 232P | ISBN: 978-4-7993-2170-6

“Limited time and high productivity”—the iron law of today’s business world drives many people crazy. The challenge is to take care of your mental health with the minimum effort. This book is on your side!

Contents

1. Self-awareness
2. Setting goals effectively
3. How to relax your mind and body
4. Key to the power of concentration
5. Mental role play and imagination
6. Self talk and tips
7. Mental condition for great performance
8. Controlling your emotions

What do you think you can learn from an Olympic medalist? Well, how to build muscles effectively? Yes, but much more than that, they are often experts in mental control as well. The author of this book is an Olympic medalist who mastered the art of mental health, motivation theory, and the power of concentration. With plenty of practical advices, this book unfolds how to produce maximum results, while being in charge of one’s mental wellbeing. With the 68 advices in this book, you will master the art of mental management!

Rights sold to: Vietnamese

Tanaka Miyako

Tanaka Miyako is a certified instructor of sports psychology. After winning a bronze medal at Seoul Olympics for synchronized swimming, she started to study sports psychology. She has coached a several international sports teams, and currently serves as a marketing committee of the IOC. Ms. Tanaka received a masters degree from Graduate School at Saint Mary’s College of California.

持続可能な 資本主義

「いい会社」を
直接訪ね、投資する
鎌倉投信がみつけた
信頼と共感で成り立つ
経済のしくみ

新井和宏

誰かの犠牲で成り立つ
経済を、終わらせよう。

国内投資信託日本一に輝き、NHK「プロフェッショナル」にも出演した
鎌倉投信ファンドマネージャーが提示する唯一の投資。

「国産・分利」の資本主義から「長期・つなごり」の資本主義へ！

『里山資本主義』著 藤谷浩介 絶賛！

Discover

★ Business

Sustainable Capitalism

持続可能な資本主義

March 2017 | 210P | ISBN: 978-4-7993-2049-5

There is still hope for capitalism.

It is time to say goodbye to our current brand of capitalism where the pursuit of more and more efficient ways to boost profit is unrelenting. Failing to do so, Arai argues, will lead us to another collapse similar to that of the Lehman Brothers.

An expert investor himself, Arai believes that changing our relationship with money is the key. This will require us to cast aside our current system of parasitic capitalism and cultivate an approach that is not only profitable, but beneficial to employees, customers, and the region as well.

Rights sold to: Vietnamese

Contents

1. Self-awareness
2. Setting goals effectively
3. How to relax your mind and body
4. Key to the power of concentration
5. Mental role play and imagination
6. Self talk and tips
7. Mental condition for great performance
8. Controlling your emotions

Arai Kazuhiro

Arai Kazuhiro founded Kamakura Investment Management in 2008 with the motto “Let’s make more excellent companies,” and has since been seeking out excellent companies as Kamakura’s Chief Investment Officer. Besides running his own business, he serves as a member of the selection committee for the selection of “Omotenashi Management” companies chosen by the Ministry of Economy, Trade and Industry, and has studied many companies of different sizes and industries.

The Best Coach Doesn't Teach, But Guide

最高のコーチは教えない

Nov 2018 | 256P | ISBN 978-4-7993-2385-4

From a legendary coach who mentored famous Japanese baseball players, the best coaching method that unleashes people's potential is now revealed. Highly applicable to people in every field, especially in business.

How can we improve people's motivation, unleash their potential, and constantly produce high performance?
How can we guide team members to further growth?
This book introduces the best method to unleash the potential of individuals and produce high performance.
The secret is not to teach, but guide others to question on their own, and then facilitate communication. This is not teaching skill, but coaching skill.

最高の
コーチは、
教えない。

吉井理人

元・北海道日本ハムファイターズ 投手コーチ

ビジネスに役に立つ超一流コーチング

※部下と上司のコミュニケーション術 ※モチベーションを高める方法

大谷翔平・ダルビッシュ有のコーチが伝える

才能を120%引き出し

圧倒的成果を出す方法

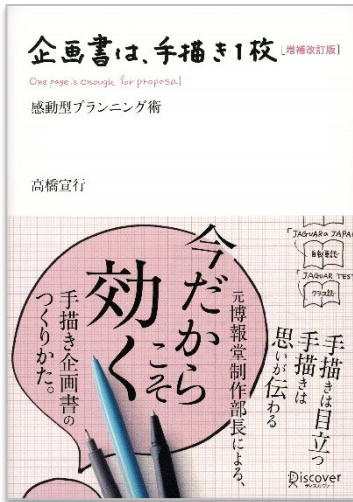
Discover

Contents

- 1 Why Coaches Are Not Supposed to "Teach"
- 2 Basic Principles of Coaching
- 3 Coaching in Practice
- 4 9 Rules of Coaching for the Best Outcome

Yoshii Masato

Masato Yoshii is a pitching coach for Hokkaido Nippon-Ham Fighters. When Yoshii was a player, he played at Kintetsu Buffaloes and other 4 teams in Japan and 3 teams in the Major League Baseball in the United States. In Major League Baseball, he won 32 games in total and contributed to the team's league victory twice. After retirement, he became a pitching coach for Hokkaido Nippon-Ham Fighters and Fukuoka Softbank Hawks. Yoshii also holds a Masters degree in sports science from Tsukuba University.



★ Business

Handwriting Business Proposal in One Paper

企画書は手描き一枚

September 2018 | 136P | ISBN : 978-4-7993-2366-3

A former chief creator at Hakuholdo, the major advertisement company in Japan, shares with you the secret of handwriting business proposal.

Contents

- 1 Romantic and Deep Economy
- 2 Planning for Today's World
- 3 Principles of Planning
- 4 Making of Proposal That Moves People 1
- 5 Making of Proposal That Moves People 2

Why handwrite your proposal in this digital age?

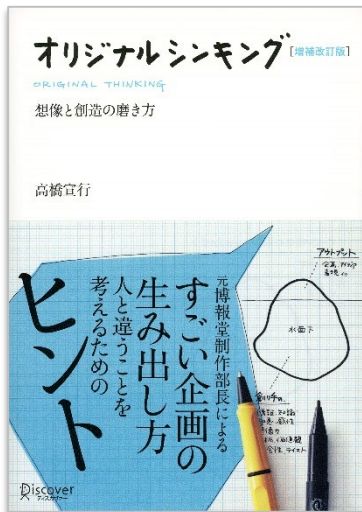
Sustainable development is the most important theme for any products and companies today. If you want others to like your proposal, you must first make them like your person.

If your personality, your life experience and knowledge are all reflected on a proposal, that becomes a source of trust for others to buy into your proposal. If you create a proposal digitally, your passion and personality are not fully communicated to others. A handwritten proposal can convey your person directly and move others.

This book is full of practical techniques necessary for creating an effective handwritten proposal. The author shares with you his real handwritten proposals as examples. If you master this skill, your clients and coworkers will come beg you to take your proposal.

Takahashi Nobuyuki

Takahashi Nobuyuki was born in 1940. After joining Hakuholdo Ltd., in 1968, Takahashi worked in copy writing, content development, integrative planning and MD planning. In 2000, he left a board member position and became independent. Since then, he has been working on branding, concept work and advisory for his clients.



★ Business

Original Thinking for Attractive Business Proposal

オリジナルシンキング
September 2018 | 112P | ISBN : 978-4-7993-2367-0

The secret of Hakuhodo Ltd., Japan's major advertising agency, is now revealed to the general public. This book will unleash the power of creativity and planning in your business.

Contents

PART1

Turn Your Business into Art

1. We Need To Feel, Intuit and Imagine Our Business
2. Art is about "Human Beings" and "Sensitivity"
3. "Art-ish" is Necessary for Problem Solving

PART2

Toward Original Thinking

STEP 1

Developing Your Imagination

STEP 2

Polishing Your Creation

PART 3

Keywords for Turning Your Business into Art

A former chief content creator at Hakuhodo Ltd. shares the secret of proposal making.

This book is full of practical hints for you to think differently, creatively.

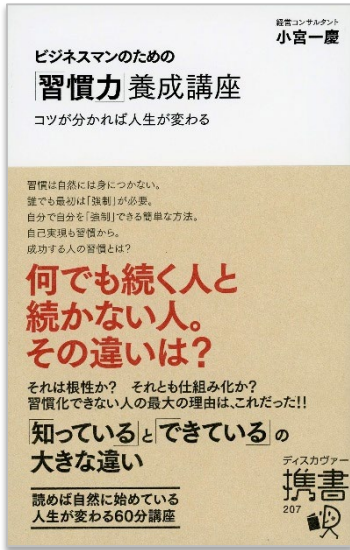
Hakuhodo Ltd., is famous in Japan for its innovative and creative approach to advertisement. The author was at its core divisions for a long time, and now he is ready to teach you how to survive and thrive in this age of differentiation and art.

The author's illustrations throughout the book are all handwritten, and help you see through the author's mind.

This book is for anyone who wants to think and create differently from others.

Takahashi Nobuyuki

Takahashi Nobuyuki was born in 1940. After joining Hakuhodo Ltd., in 1968, Takahashi worked in copy writing, content development, integrative planning and MD planning. In 2000, he left a board member position and became independent. Since then, he has been working on branding, concept work and advisory for his clients.



★ Business

Unleashing the Power of Habit for Business

ビジネスマンのための「習慣力」養成講座
 October 2018 | 167P | ISBN : 978-4-7993-2379-3

Life changes drastically when its rules are understood. If you are reading, you have already started the process that changes your life.

Contents

1. Those With and Without the Power of Habit
 - Why possible? Why impossible?
 - 6 essential points for success.
2. Exercises to Unleash the Power of Habit
 - the power of force
 - being aware of unconscious habits
3. Habits of Successful People
 - Habits of Successful People
 - Bad Habits That Keep You from Becoming the Best Version of Yourself

This series has sold more than 1.35 million copies in total. The newest volume is on the power of habit, one of the author's specialties. For instance, why do we fail to turn something into a habit? How can the knowledge of the power of habit help you? What is the effective system to instill a new habit in your coworkers or children? The author, who is a professional in "habit making," shares teachings on the power of habit, based on his experience with many companies and businesspeople.

Komiya Kazuyoshi

Komiya is a management consultant, the CEO of Komiya Consultants Ltd., and serves as a board member of more than 10 companies and teaches at Nagoya University. After graduating from the Law Department at Kyoto University, Komiya joined the Bank of Tokyo. He received MBA from Dartmouth College in the United States and joined Okamoto Associates as a board member. After becoming independent in 1996, Komiya works as a management consultant and delivers over one hundred lectures every year. His books count more than hundred, and he has been featured in many TV programs.



★Personal Growth

HOT
List

Forgive Yourself

How to overcome your feelings of guilt
and be happy

いつも自分のせいにする罪悪感がすーっと消えてなくなる本
June 2019 | 264P | ISBN : 978-4-7993-2481-3

Your sense of guilt might be what is impeding you to be
happy.

Forgive yourself and living will get easier.

30,000 copies sold!

Rights sold to: Complex Chinese, Korean

Do you ever feel like any of the following?

- Trying to meet others' expectations excessively
- Feeling apologetic to those who befriend you
- Regretting what you did in the past
- You don't get rewarded even though you do your best at work and love
- Even though you love your children dearly, you end up getting angry excessively
- You often end up shifting the responsibility to someone else

Behind all these thoughts, there are feelings of guilt.

This book is about dealing with the mechanism of emotions.

The most important characteristic of the feeling of guilt, is not allowing you to forgive yourself for being happy. It leads you to hurt you, make you suffer and put you in unhappy situations.

However, although most of the times noticing that you hurt someone is easy, we are often not aware of feeling guilty.

This book will help you notice the guilt you are feeling, why that is happening and finally forgive and heal yourself.

Nemoto Hiroyuki

Nemoto Hiroyuki is a psychology professor, lecturer, writer.

As a psychology counselor, he has conducted over 15,000 counseling sessions for about 20 years and has conducted over 100 courses and seminars a year.

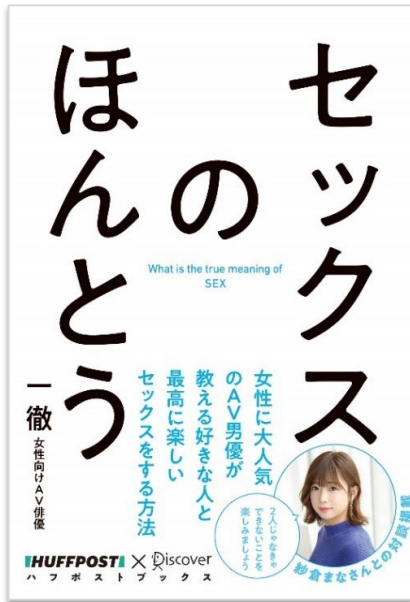
He is now retired and operates as a free counselor, instructor and writer. He specializes in issues about work, family and illness.

Beyond Pornography: The Truth About Sex

セックスのほんとう

June 2019 | 264P | ISBN : 978-4-7993-2481-3

Overcoming prejudices and misconceptions about sex caused by pornography videos, a popular 'adult videos' actor teaches how to have the most fun sex with your beloved!



Because AV (Adult Videos, the term used to describe pornographic videos in Japan) are usually directed by a male perspective, there is a lot of misunderstandings about sex.

By an AV actor who is super popular among ladies, here is the how-to guide for both men and women to enjoy sex. Interviews with a popular AV actress are also included.

This book is for you if:

- You want to enjoy sex with your partner
- Recently, you have been in a sexless relationship with your partner
- You are interested in sex but do not know what to do
- You think that having a partner is troublesome

A Huff Post Books collaboration, a new series created by Discover 21 and Huffington Post Japan.

Rights sold to: Korean

Ittetsu

Ittetsu was born in 1979. After college, he started acting in the AV industry while studying for a Certified Public Accountant exam. He then became a popular AV actor. In 2018 he launched his own AV label RINGTREE. He also published the book "SEX Therapy for Love" (Kadokawa Publishing).

習慣化コンサルタント 古川 武士

(理想の人生をつくる)

習慣化大全

しゅうかんかたいぜん

LET'S GET
YOUR SWITCH



- ✓ 決まらぬ
- ✓ 決めたい
- ✓ 決めたい
- ✓ 決めたい
- ✓ 決めたい

人生の豊かさの9割は
習慣で決まる!

行動・思考・感情・環境の
習慣化の方法65

Discover

★Personal Growth

HOT
List

Encyclopedia of Good Habits

For Your Ideal Life

(理想の人生をつくる) 習慣化大全

May 2019 | 352p | ISBN : 978-4-7993-2471-4

90% of happiness is determined by habits! Here is the manual to set good habits and obtain your ideal life.

Rights sold to: Complex Chinese, Korean

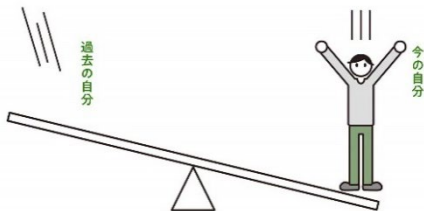
'You can keep going', 'you can stop', 'do not delay', 'think positive', 'find what you want to do': here are 65 ways to establish the right habits to reset behavior, thinking, feelings and the surrounding environment.

Know how through a life consultant's tips that you can put into practice immediately.



他人と比較すると辛いときは、
“過去の自分”と比べて自分史上

最高を目指しましょう



心のエネルギーが最大化したときに
いちばん充足感を得られます



Furukawa Takeshi

Furukawa Takeshi is the president of Habit Consulting Co. After working for various companies training business people and conducting individual consulting, Furukawa decided to focus on habits, establishing the first consulting company of such theme in Japan.

Marcus Aurelius: Live Better

超訳 自省録 よりよく生きる

March 2019 | 231P | 978-4-7993-2469-1

Pearls of wisdom by a Roman emperor of 2000 years ago, combined with Japanese principles of fate and Buddhism. Here is Marcus Aurelius's Meditations seen through new lenses!



Contents

- 1 Live "now"
- 2 Love your fate
- 3 Keep your mind strong
- 4 Discard prejudices
- 5 Ask for help
- 6 Don't be swayed by others' opinions
- 7 Spend every day as the last day of your life
- 8 Go straight your way
- 9 Think of death

A book that has been read for 2000 years, including former President Mandela of South Africa, other leaders, and entrepreneurs in Silicon Valley. This book introduces the life lessons of Roman emperor Marcus Aurelius Antoninus (121-180 AD) in a super-liberal translation to understand the world-famous "Meditations" through modern eyes. This new, unique interpretation links it to Japanese concepts of fate acceptance and Buddhist principles such as 'everything is connected', or the focus on 'now', to explore the theme of living better.

Marcus Aurelius Antoninus

He was Roman emperor between 161 and 180 AD and a Stoic philosopher. His writings "Meditations" have been and continue being praised by fellow writers, philosophers, monarchs, and politicians.

Sato Kenichi

Graduated at Hitotsubashi University's Faculty of Sociology, majoring in History. After working at a banking firm and an advertising agency consulting company, he covered business functions at a machine parts manufacturer. In Thailand, he set up a local subsidiary serving as a representative, which became independent in 2009.

He serves as an educational advisor at the schooling institution Tamagawa Gakuen.

Reinvent Yourself

201 Tips for Self-Betterment

自分を躰ける

January 2019 | 336P | ISBN:978-4-7993-2423-3

What if your self-image was the mere result of actions and habits?

201 Tips to better yourself and become beautiful!



Contents

1. Polish your personality
2. Polish your appearance
3. Polish your health
4. Polish your lifestyle
5. Polish your communication skills
6. Polish your habits

From life-basics to mental attitude, this book will show you simple rules accompanied by illustrations for an intellectually and aesthetically pleasing lifestyle.

Rights sold to: Complex Chinese, Simplified Chinese

Kato Emiko

Kato Emiko is an interior designer and lifestyle expert who specializes in housing, interior design styling and food. Well-versed in the area of lifestyle research and table setting, she is highly regarded for masterfully blending the ideas of European and Japanese living styles and aesthetics. Beloved by her multitudes of fans, Discover 21's publications from her series have sold more than 820,000 copies cumulatively.



★Personal Growth

Decision Making Techniques for Indecisive People

なかなかな自分で決められない人のための「決める」技術
January 2019 | 216P | ISBN:978-4-7993-2416-5

Decision making skills to improve at work and live better!

Contents

1. There is a reason behind 'indecisiveness'
2. What does 'deciding' mean?
3. Tips for deciding quickly and accurately
4. Boost your 'decision power'
5. Tips for sticking to what you have decided

The difference between people 'people who can make decisions' and 'people who cannot' is not determined only by personality!

Decide better and faster with knowhow tips by expert management consultant Yagyuu Taketomo that will reshape your whole lifestyle.

Rights sold to: Korean, Complex Chinese, Simplified Chinese

Yagyuu Taketomo

A management consultant, Yagyuu Taketomo became an entrepreneur at only 19 years old. Expert in marketing, management and branding, his professional advice acquired outstanding evaluation in the industry.



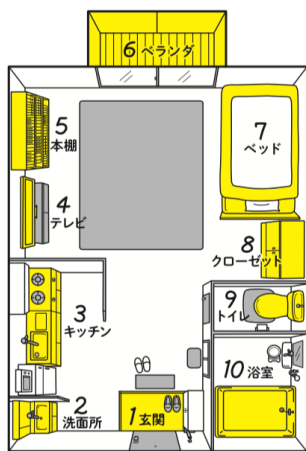
★Personal Growth

The World's Strongest Memorization Technique

世界最強記憶術 場所法
February 2019 | 216 P | ISBN: 978-4-7993-2428-8

Improve your memory skills with techniques explained by Japan's number one 'memory athlete'. You do not need to be a genius to have a good memory!

Japanese champion of memory competitions Hirata Naoya teaches you simple memory techniques to apply to everyday life. This manual will show you the fun of memorising with concrete example and exercises for the reader.



'Place Method'

STEP 1. Locate each element in the place

STEP 2. In the order you placed them, recall each element



Contents

1. Anyone can improve their memory skills using memory techniques
2. The world of memory competitions
3. Basic memory technique 'Story Method'
4. The world's strongest technique 'Place Method'
5. 'Conversion Technique' to remember numbers
6. 'Tagging Method' to match faces and names
7. Apply memory techniques to everyday life
8. Use memory techniques to study for exams

Rights sold to: Korean, Simplified Chinese

Hirata Naoya
University student Hirata Naoya is an athlete of the competitive memory sport and the Japanese champion at The Japan Open Memory Championships in 2017 and 2018, overall champion at the 2018 Friendly Memory Championships and Japan MLC.
Hirata started competing when entering university and after 10 months he placed overall second place at the 13th Japan Memory Championship, being first in 'faces and names' and 'random words'.



★Personal Growth

I Give My All for What I Love Only

A Career Guidebook for 100-year-long lives

好きなことしか本気になれない。人生100年時代のサバイバル仕事術 August 2019 | 232 P | ISBN: 978-4-7993-2541-4

The essential career guidebook for the 21st century!

Gone are the days when you could live according to a clear career plan. This is the age of centenarian lives. What we need now is not building an impressive career—each of us must live our own story. A leading entrepreneur in Japan shares his insight into how we ought to work and live in today’s world.

- What are some skills that can ensure a successful career up to the age of 80?
- There is no such thing as essential skills in today’s world.
- People only grow through output.
- Create your own story to share with your significant others.

Minami Akiyuki

Minami is the founder and president of Coconara Inc. He joined Mitsui Sumitomo Banking Corporation after graduation from university. In 2009, Minami graduated from the MBA program at the University of Oxford. In 2011, he founded Well Self Inc. a predecessor of Coconara Inc.



★Personal Growth

Introduction to Daisetz

はじめての大拙——鈴木大拙自然のままに生きていく——〇九の言葉
Suzuki Daisetz, Adapted by Ookuma Gen | July 2019 | 196 P |
ISBN: 978-4-7993-2539-1

Into the mind of the philosopher who spread Zen around the world, Daisetz.

Contents

1. Living naturally and freely
2. Live in the name of beauty and love, not bound by objects
3. Living in the name of intelligence and words, free from obstructive thoughts
4. Keep living through suffering and contradictions
5. Enlightenment in Zen is not about religion

An unprecedented introduction to Suzuki Daisetz, the philosopher who spread Zen around the world, through a careful selection of his words to understand the essence of Zen.

After training at a Zen Temple in Japan, Daisetz traveled to America, helping Steve Jobs to devote himself to Zen, and having decisive influence on John Cage.

His words may appear simple and light, but if you stop to reflect, behind each of them deep meanings are hidden, giving space to a dialogue between the reader and Daisetz.

Ookuma Gen

Ookuma is an associate professor at Rikkyo University. After working as a part-time lecturer at Kanazawa University and director at the Nishida Philosophy Museum, he has been serving as a deputy director. He specializes in philosophy and religious studies, and works on the social implementation of philosophy through philosophical dialogue.



Contents

1. 7 ways to instantly control your anger
2. 9 habits to make yourself anger free
3. 10 habits to remain peaceful
4. 7 rules to properly use anger

★Personal Growth

Anger Free Life: The Essence of Anger Management

怒りが消える心のトレーニング

Sept. 2018 | 208P | ISBN : 978-4-7993-2359-5

22,000 copies sold within 4 months!

This one book is all you need to know about knots and bolts of anger management.

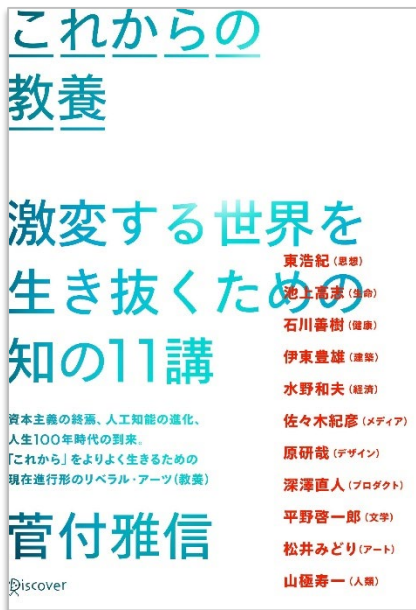
The author is the forerunner of anger management in Japan who has published more than 20 books on the subject.

“This book comprehends all the teachings I have written and spoken”; “The most comprehensive book on anger management one could find in Japan”; “Highly recommended not only for practitioners, but also for beginners” So he says, regarding his new book, *Anger Free Life: The Essence of Anger Management*.

In November 2017, an illustrated version of the same title was published in limited circulation all around Japan. Immediately, there were numerous requests from the readers for the complete version and full circulation. Now, it is finally published in its complete form, with new special additions and lessons.

Andou Shunsuke

Chief board member of Japan Anger Management Association. He went to the United States to learn anger management and brought what he learned back to Japan. He is the only non-American amongst the 15 highest ranking anger management training professionals in the world. He has spoken and taught at numerous companies, educational committees, medical institutions and so on. Every year, more than 20,000 people go to his seminars, lectures and workshops. His books sold more than 350,000 copies in total.



★Personal Growth

Liberal Arts Today

11 Lessons for the Time of Changes

これからの教養 激変する世界を生き抜くための知の11講
 March 2018 | 384P | ISBN 978-4-7993-2241-3

“Things are changing too fast.” This common saying expresses our fear and bewilderment in the face of the drastic technological and sociopolitical changes. Where are we headed? How should we live now?

With an exponential growth in the amount of data available on the Internet, we may feel as if we knew the nuts and bolts of it all. But is it really true? It seems, on the contrary to our confidence, that we may be isolated more than before, passive and content in our own interests and hobbies. Rather overwhelmed by changes, more and more people are taking refuge in their own little world, refusing to reach out to the people outside. We are at a watershed in the history—whether we can make the next era good or evil depends on freedom of spirit and mind. This book is your gateway to prepare you for the coming years that pose challenging and difficult questions concerning our human race. 11 influential voices from Japan gather together to discuss liberal arts for today’s people and society.

Contents

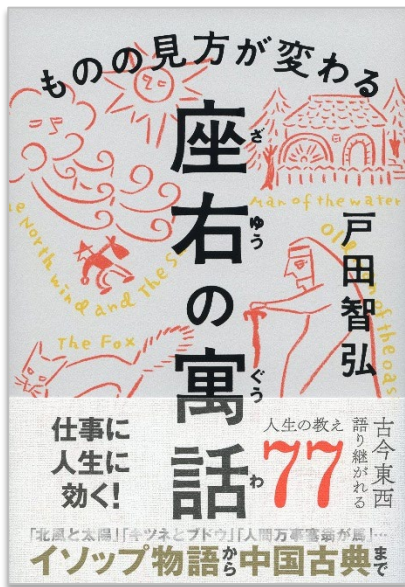
1. Philosophy
2. Life
3. Health
4. Architecture
5. Economics
6. Media
7. Design
8. Product
9. Literature
10. Art
11. Humanity

Rights sold to: Korean

About the authors

Mizuno Kazuo (finance),
 Masanobu Sugatzuke (publishing),
 Azuma Koki (philosopher),
 Ikegami Takashi (life science),
 Ishikawa Yoshiki (public health),
 Itoh Toyoo (architect),
 Sasaki Norihiko (journalism),
 Hara Kenya (designer),
 Fukazawa Naoto (product designer),
 Hirano Keiichiro (novelist),
 Matsui Midori (art critic),
 Yamagiwa Juichi (scholar)

77 Parables for Life and Work



ものの見方が変わる 座右の寓話
December 2017 | 320P | ISBN 978-4-7993-2204-8

From the West to the East, old to new, this book collects 77 excellent parables and the life lessons we can extract from them.

Over 60,000 copies sold!

Contents

- 1 Perspective and standpoint
- 2 Wide perspective and flexible thinking
- 3 Consideration and judgment
- 4 Clarity and creativity
- 5 Organizational principles
- 6 Work and meaning
- 7 Justice and community
- 8 Technology and society

Instead of seeing them as just old stories, the author attempts to give each of them a place in today's world, revealing different meanings of life from different angles. This book is useful not only for self-reflection, but also for presentations in business settings and other occasions. For this purpose, every parable is summarized to fit a 2 minutes speech, and adjusted to spoken words. You can quote your favorite parables at any occasions! 77 parables are categorized into 15 thematical chapters. Go to a chapter that resonates with your situation, and you shall find a right parable for you! A good introduction to the world of parables, this book gives diverse perspectives on life and work.

Toda Tomohiro

Toda Tomohiro was born in Aichi, Japan, in 1960. Toda graduated from Hokkaido University with a degree in engineering and Hosei University with a degree in sociology. Toda is a writer and career counselor. Toda's books have sold more than 230,000 copies.



★Personal Growth

The Art of Learning: The Essential Skill for Success

教わる力

May 2018 | 268P | ISBN 978-4-7993-2266-6

After supervising generations of workers, the author discovers that the single important skill to success is the art of learning—and the great news is that this art can be learned like just any other skill!

Contents

1. Realizing your potential
2. Producing real outcomes
3. Core value and choice
4. Establishing value system
5. Consistency and belief
6. Judgment and way of life

More rapid the pace of changes in the world, the greater a worker's need to learn and acquire new skills. Yet, when the world is changing as constantly and rapidly as today, one must stop and wonder how one is supposed to keep up with it all. The secret lies in the art of learning. No matter how smart you are, a limit exists as to how much you can learn all by yourself. There comes the need for the art of learning, in which you artfully let others teach their skills and experiences to you. This way is not only much easier and more effective, but will also significantly expand your network. The success belongs to those who can earn trust from others—no matter how competent—and that begins with the art of learning.

Makita Yukihiro

Makita Yukihiro is a professor of economics at graduate school of Shinshu University in Japan. He has worked at several global elite companies—the Accenture Strategy, IBM Japan, and so on. He holds an EMBA certificate of Harvard Business School. He graduated from Kyoto University in Japan.



★Personal Growth

Controlling Your Emotions

感情的にならない気持ちの整理術

Jan 2017 | 216P | ISBN: 978-4-7993-2029-7

Over 200,000 copies sold!

Contents

- 1 10 Basic Mechanisms of Mind
- 2 Independence from Emotions
- 3 Stressful Behavior and Thinking
- 4 Free from Stress, Every day!
- 5 Appendix

“The mind is a wonderful servant but a terrible master,” you have heard this quote, right? Too often we are led astray by our emotional tendencies. When this happens, we tend to blame others or the environment for causing us stress, and end up getting more stressed out. How can we change this negative spiral?

Controlling your emotions is a compact guide to mental wellbeing for people who need to cooperate with others. This book helps you to become aware of your own emotional tendencies and frees you from unnecessary stress. When you are aware of the workings of your mind, you can organize them. Keep it clean!

Rights sold to: Complex Chinese, Simplified Chinese, Vietnamese (Illustrated version)

Wada Hideki

Having attended medical school both in Japan and in the United States, Dr. Wada specializes in psychiatry. Wada is one of the first doctors from Japan to gain popularity abroad for his approach to psychology and self-help. He is a lecturer at the International University of Health and Welfare and a psychological advisor at the Kawasaki Koh Hospital



**Over 160,000
copies sold!**

★Personal Growth

Strengthen Your Mind

頭がよくなる思考術

October 2005 | 126P | ISBN: 978-4-88759-414-2

The *Strengthen Your Mind* series will help you think more deeply, leading to more tranquility, contentment, and creativity in your life!

These two books provide a wealth of information about how to create a brain that works for you, instead of the other way around. Indeed, we can control our own thoughts, but it takes time and effort.

Rights sold to:

Italian, Spanish, Vietnamese, Simplified Chinese, Complex Chinese



**Over 40,000
copies sold!**

Strengthen Your Mind: A Paradoxical Approach

頭がよくなる逆説の思考術

December 2013 | 144P | ISBN: 978-4-7993-1444-9

This easy to read volume on day-to-day paradoxes provides readers with an essential philosophy on life. The lessons in this book can be applied to both business situations and personal life, helping readers overcome difficulties and develop deep self respect.

Rights sold to:

Italian, Korean, Thai, Vietnamese, Complex Chinese

Shiratori Haruhiko

After studying philosophy, theology, and literature at Freie Universität Berlin, Shiratori worked as an interpreter and commentator. Author of the million-selling *The Wisdom of Nietzsche*, he has published a number of works on philosophy and religious issues which have won the hearts of readers through his simple yet uncompromising writing style.

★Personal Growth

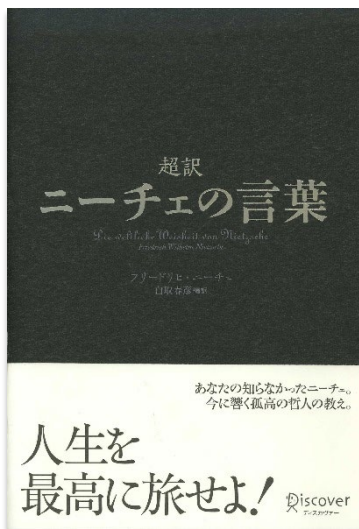
The Wisdom of Nietzsche

ニーチェの言葉 Translated and adapted by Haruhiko Shiratori
January 2010 | 272P | ISBN:978-4-88759-786-0

The inspirational words of the fiercely brilliant 19th century thinker, neatly arranged for your enjoyment.

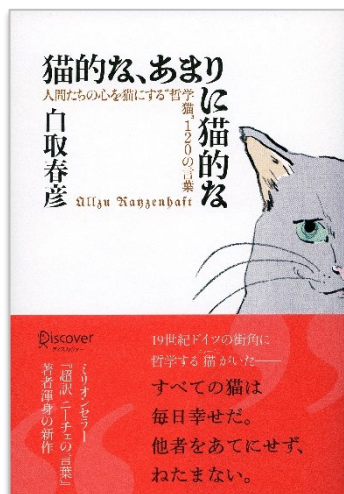
A bestseller with over 1,880,000 copies sold around Asia, and frequently featured in the most leading television programs, newspapers and magazines in Japan.

Nineteenth century German philosopher Nietzsche has heavily influenced 20th century philosophical thought with his original ideas on philosophical concepts such as nihilism and anti-religious thinking. This book is a selection of uplifting quotes that have much to offer the people of today, translated in an easy-to-understand manner free from complicated philosophical jargon.



**Over 1,880,000
copies sold!!!!**

Rights sold to:
Korean, Vietnamese,
Simplified Chinese,
Complex Chinese



Rights sold to:
Korean, Vietnamese

Cat, All Too Cat A Philosophy Cat Story

猫的な、あまりに猫的な
July 2017 | 288 P | ISBN: 978-4-7993-2125-6

Once upon a time, in a German town in the nineteenth century, there was a cat that philosophized. His name was Neowtzsche—"All the cats are happy. They do not depend on others, they never envy others."

Let us hear what this cat has to say about being a cat—thus writes Japan's "Nietzsche evangelist" Dr. Shiratori.

Shiratori Haruhiko

After studying philosophy, theology, and literature at Freie Universität Berlin, Shiratori worked as an interpreter and commentator. Author of the million-selling *The Wisdom of Nietzsche*, he has published a number of works on philosophy and religious issues which have won the hearts of readers through his simple yet uncompromising writing style.



★Personal Growth

Men Who Don't Listen, Women Who Don't Explain

察しない男、説明しない女

July 2014 | 256P | ISBN:978-4-7993-1527-9

Whether it be due to nature or nurture, one thing is for sure: different people have different communication styles.

Men Who Don't Listen, Women Who Don't Explain discusses the specific differences between how men and women tend to think, and how to best navigate those differences.

Author Tatsunari Iota demonstrates that these same tendencies exist in us all regardless of our gender. Learning to recognize different people's approaches to communication, as well as your own, will help you immensely in your personal and professional life!

Over 240,000 copies sold

Rights sold to:

Korean, Russian,
Thai, Vietnamese,
Simplified Chinese,
Complex Chinese



Moody Older Brother, Irresponsible Younger Brother

不機嫌な長男・長女、無責任な末っ子たち

November 2016 | 224P | ISBN: 978-4-7993-1962-8

Bestselling author of *Men Who Don't Listen, Women Who Don't Explain*, and communication expert, Tatsunari Iota brings us his yet another inspirational work on communication styles based on birth order.

Just like in earlier works, this book emphasizes that knowing the communication style of those around you (and of course your own) will help you communicate smoothly in every situation you may encounter!

Rights sold to:

Simplified Chinese

Iota Tatsunari

Iota is a Tokyo University-educated best-selling author and counselor. He has lectured extensively on the subject of effective communication in the workplace as well as in the home. He has achieved minor celebrity status through his numerous television appearances and the easy accessibility of his work.



★Personal Growth

Way of Talking To Bring You Fortune

話し方で損する人得する人

August 2018 | 224P | ISBN : 978-4-7993-2346-5

Heaven or hell? The way you phrase yourself could change your life 180 degrees.

Over 130,000 copies sold

In life, the way you talk can bring you both fortune and misfortune. If you are saying the same thing, don't you think you'd be better off by talking in a way that brings you fortune? The separating line is very thin. In each category, this book introduces two ways of saying the same thing--one that brings you fortune and another that brings you misfortune. By the bestseller author Tatsunari Iota, this is the newest of his books on communication.

©Which one do you choose? Fortune or misfortune:

×Not taking things seriously by saying, "yeah, that happens."

○Facing a problem together by saying, "okay, let's think about it together."

This book is for those who:

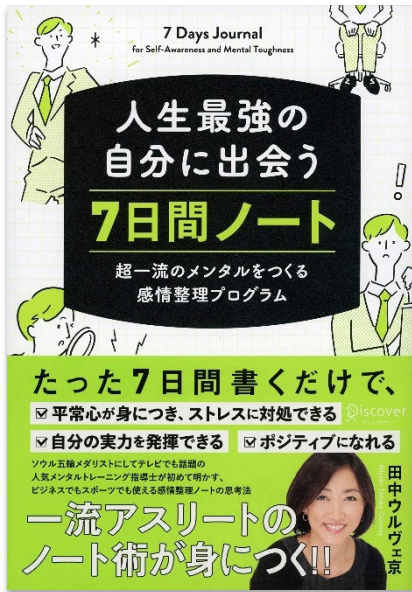
- Suffer from communication issues
- Feel forced to talk
- Want to be invited to more social gatherings

Rights sold to:

Korean, Complex Chinese

Iota Tatsunari

Iota is a Tokyo University-educated best-selling author and counselor. He has lectured extensively on the subject of effective communication in the workplace as well as in the home. He has achieved minor celebrity status through his numerous television appearances and the easy accessibility of his work.



★Personal Growth

7 Days Journal To Your Strongest Self

人生最強の自分に出会う 7日間ノート
October 2018 | 231P | ISBN : 978-4-7993-2376-8

An Olympic medalist and mental training coach, shares the secret of her journaling method that is useful for business and sports alike. Learn a top level athlete's way of keeping journal!

Contents

- Preparation Know what your stress is really about
- DAY 1 Write Down Today's Emotions
- DAY 2 Observe How Your Emotions Change from Morning to Evening
- DAY 3 Imagine Someone Else Having Different Emotions in Your Environment
- DAY 4 Take Advantage of Your Unconscious Thinking Pattern
- DAY 5 Organize Your Stress
- DAY 6 Review Your Own Journal
- DAY 7 Analyze Your Current Challenges
- Reflection Face Yourself From Now On

Tanaka Miyako

Tanaka is a certified mental training coach by Japan Sports Psychology Association. In 1988, she won a bronze medal in synchronized swimming in Seoul Olympics. After working as a mental coach for the national wheelchair basketball team in Japan, she advised on the national sports teams in Japan, United States and France. She received a Masters degree in sports psychology from Saint Mary's College of California Graduate School. With her own experience in competitive sports and academic research, she works as a mental training coach and consultant for athletes and business clients. Tanaka has been featured in many TV programs in Japan.



★Lifestyle

The Working Mother Manual

自分らしい働き方・育て方が見つかる 新・ワーママ入門
June 2019 | 224P | ISBN: 978-4-7993-2477-6

Work, house chores, child care: nowadays you have to do it all. However, when something goes wrong, or when your child is sick, idea gets into your head: “Should I stop working?”

If you’ve ever had such thought, the *The Working Mother Manual* is for you.

Contents

1. Myths broken down
2. Anti-anxiety sheet
3. Vision strategy
4. Action plan
5. Interview preparations

You love your children and you also love your work.
You want to dedicate yourself to both.

But you don’t have to be a superwoman who does everything perfectly.

Here is the manual for working mothers, that breaks down all those myths saying that you should stay home to raise your child or that being a working mother is a bother to your coworkers.

With a four step process, this book helps you understand who you want to become and find your own way to balance child care and work!

Horie Atsuko

Horie Atsuko is the president of Sourire Co., Ltd.

After working in an IT company, she started a human resources development business at 25.

Through this, she provides life training for companies, with the focus of nurturing personnel and organizations to improve their career while raising children.

She is also a part time lecturer at the Chiba University Faculty of Education.

She has been elected as ‘Next Generation Woman’ by Nikkei Woman in 2013, ‘Change Maker’ by Nikkei Business in 2015, ‘Youth Leader’ for Youth Power Award in 2018.

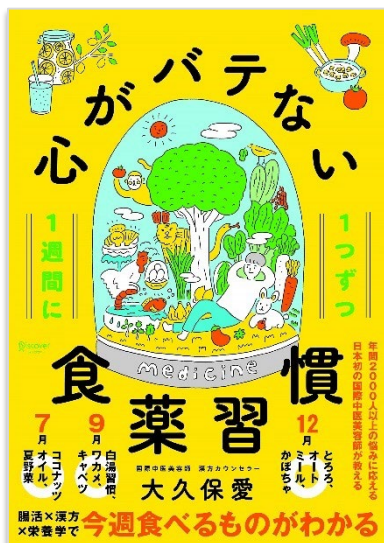
★Lifestyle

Weekly Dietary Habits to Cure Your Mind

Based on Nutrition Science and Herbal Medicine

1週間に1つずつ 心がバテない食薬習慣
June 2019 | 256P | ISBN : 978-4-7993-2482-0

70,000 copies sold!



Here is a simple dietary program to cure your mind.

Do your mind and body feel tired? Do you feel in bad conditions at the turn of the season; you don't want to meet people? Do you end up saying a word too much and then regret it? Do you feel that nothing good is going to happen?...

If any of these is true for you, then it's time to review your diet!

Misconceptions about healthy habits or dietary plans might be putting your mind under stress. Our physical and mental conditions are also heavily influenced by the seasons. With these weekly tips and plans for your meals based on nutrition science and herbal medicine there is no need for elaborate cooking! You can find everything at a convenience store or prepare it during the weekend. Eat some of it every day and it will make both your mind and body feel better.

You will regain your smile.

Okubo Ai

Okubo Ai is a pharmacist and expert of traditional herbal medicine.

Graduated from the Department of Biopharmaceutics, she grew up picking medicinal herbs and wild vegetables in the nature of Akita, Japan. Pursuing the path of pharmacy, she studied traditional Chinese medicine, herbal medicine and oriental beauty at the Beijing Pharmaceutical University, becoming the first international herbal medicine doctor in Japan. She is now in charge of product development, writing and corporate consulting among other activities as an expert on medicine and beauty. As a counselor, she has achieved the record of answering over 2000 women's worries annually.



★Lifestyle

Autonomic Nerves Care Book For Business People

忙しいビジネスパーソンのための自律神経整え方BOOK
December 2018 | 192P | ISBN : 978-4-7993-2312-0

60,000 copies sold!

**Does your mind often feel foggy?
Do you have a sleeping problem?
Do you find yourself suffocating from time to time?**
This book is the solution to mental and physical health. Japan's first expert in autonomic nervous system treatment reveals how to improve our posture, sleep, diet, exercise and thinking.

カフェイン、摂りすぎてませんか？



コーヒー



紅茶、緑茶など

普段、何気なく飲んでいるものに
カフェインが多く含まれている



覚醒効果をおさえるためにも、
交感神経を刺激しない

カフェインレスのものに切り替える



ノンカフェインコーヒー



水

This book is divided into five parts--posture, exercise, diet, sleep and thinking--that improve your autonomic nervous system. It is a holistic approach to a truly healthy life. Methods introduced in this book are all easy to start from today. Apply a few that matches your need and feel the difference!

Autonomic nerve care is an essential skill to continue working in a cheerful and joyful way. We hope that this book will bring energy and health to hard working business people around the world.

慢性的な不調を感じていたら、思い
きってカフェインをやめてみよう

Rights sold to: Complex Chinese

Harada Ken

Harada Ken is the representative of the first clinic specialised in autonomic nervous system therapy in Japan.

After graduating, he worked in sales and as an IT engineer. Due to excessive fatigue and depression, he was forced to take a leave of absence, and this became his motive to open said clinic. The scope of the treatment is not limited to the body, but follows all matters related to autonomic nervousness, such as nutritional guidance and mental advice.

The Disaster Handbook

How to Survive Calamities and Emergencies

4コマですぐわかる 新 みんなの防災ハンドブック
February 2019 | 260 | ISBN:978-4-7993-2435-6

An easy-to-understand, family-friendly handbook to disaster prevention, management and recovery explained through comic strips!

From earthquakes to tsunamis, to flooding and fire accidents: this book will show you how to protect yourself and your family, explained through comic strips so that even children and elders will be able to understand at a glance. This is the all-encompassing guide counter-disaster with tips on how to be prepared and pull through emergencies of any type and scenario, be it items to get ready, how to avoid physical harm or where to find shelter.

Contents

1. Anti-accident preparations
2. What to do in case of a disaster
3. After the disaster
4. Ideas to survive in emergency times
5. Mental care in case of disasters
6. On evacuation and reconstruction
7. On money and aiding support

Rights sold to:
Complex
Chinese,
Korean,
Simplified
Chinese,
Thai



Kusano Kaoru

Illustrator Kusano Kaoru has been a member of the PTA and neighborhood council for disaster prevention for over a decade. A few days after the Great East Japan Earthquake, she started a blog on disaster prevention tips that gained wide popularity.



★Lifestyle

Emergency Preparedness for Families

4コマでわかる!

おかあさんと子どものための 防災&非常時ごはんブック
August 2014 | 168P | ISBN: 978-4-7993-1543-3

Rights sold to:
Korean

Contents

- The fundamentals
- Disaster strikes while you are out with your children. What should you do?
- Disaster strikes while you are not with your children. What should you do?
- What to do if a disaster happens while you're commuting
- Handling disasters while at home
- The basics of evacuation and seeking shelter
- Preparing food for and during a disaster

Will you be prepared if a disaster hits?

How will you contact your loved ones? What will you eat? Where will you go, and where should you avoid?

The Disaster Handbook and Emergency Preparedness for Families provide the answers to these questions and much more. You'll find detailed instructions on disaster preparedness as well as tips for how and what to cook in an emergency situation.

Kusano Kaoru

Illustrator Kusano Kaoru has been a member of the PTA and neighbourhood council for disaster prevention for over a decade. A few days after the Great East Japan Earthquake, she started a blog on disaster prevention tips that gained wide popularity.



★Lifestyle

The Gestures of the Handsome & Beautiful Woman

ハンサム美人な「しぐさ」

Oct. 2018 | 271P | ISBN: 978-4-7993-2375-5

Become a cool and tough “handsome & beautiful woman,” whom all men and women alike admire.

A professional “gesture” trainer who has trained over 7000 women shares the principles of “the aura” that attracts and fascinates people.

Contents

- The Essential Gestures of the Handsome & Beautiful that Look Cool Any Time
 - Lesson 1.
 - Lesson 2
 - Lesson 3.
 - Lesson 4.
- The Handsome & Beautiful Way of Romantic Love

In today's Japan, the trend in women's style all over the SNS, TVs and magazines is a “handsome & beautiful woman” such as famous actresses Miki Maya, Ryoko Shinohara, Michiko Kichise, Yuki Amane.

They all share some characteristics such as, “beautiful and lean gestures,” “self-reliant and honest,” “flexible and friendly,” “reliable,” “strong leadership” and so on. Let's follow these examples and become

beautiful!

Nakai Nobuyuki

Posing Director, Actor, Model and Image Consultant Nakai has trained more than 7000 actors and actresses at Watanabe Entertainment College and other places with his own “NHK method”. He received a certificate of image consultant in the United States. From entertainment professionals to executive business people, he trains them in facial expression, behaviour and speech. His books include Gestures of the Beautiful Woman, Gestures of the Attractive People, Unleashing the Power to Attract People and others.

Depression Treatment Mapping My Personal Account on Depression Treatments

うつを治す努力をしてきたので、効果と難易度でマッピングしてみた

Oct. 2018 | 319P | ISBN : 978-4-7993-2374-8

Recommended by a popular psychiatrist Hideki Wada!

Retweeted 24000 times and 41000 likes on Twitter.

The most popular account on depression therapy in Japan is now in a book form.



Rights sold to:
Korean,
Complex Chinese

What is “depression treatment mapping”? The author, who suffered from bipolar disorder for many years, has created a comprehensive map that locates different methods of depression treatment in one map, based on their effects and difficulties.

This book, based on the author’s “depression treatment mapping,” lists different methods of depression treatment, from effective and easy methods to ineffective and difficult ones. It is filled with the author’s personal accounts on each method.

- 1.Effective and Easy: Twitter, reading other people’s experience, sleep, herbal tea, dog therapy, YouTube and etc.,
- 2.Effective and Difficult: Reading, keeping diary, antidepressant, counselling, friends, cognitive therapy and etc.,
- 3.Ineffective and Easy: Facebook, Instagram, shopping, video-games, manga, TV etc.,
- 4.Ineffective and Difficult: Changing eating habit, lifting and joining a community

There are 33 methods in total, and you will find the right ones for you!

Hossy

Hossy is the blog owner of Mental Hack. He loves psychology and mental hack. After working for an IT company for 6 months, he started suffering from depression. He took a leave of absence for a while and then quit the company. After collecting information on Twitter, he developed an understanding on depression. Hossy realised that there was no website back then that was easy for people with the mental illnesses to read and understand their own conditions, so he started his own blog.

Now, he reads books and makes living by writing his popular blog Mental Hack.



★Lifestyle

The Secrets To Lifelong Beauty Beyond 45 Years Old

自分らしい働き方・育て方が見つかる 新・ワーママ入門
June 2019 | 224P | ISBN: 978-4-7993-2477-6

Elegant wives, gorgeous celebrities, beautiful business women... How do they all keep their beauty regardless of their age? A 50 years old doctor, who is beautiful beyond age herself, will teach you the way of beauty and anti-aging!

20 common questions and concerns regarding anti-aging are answered with such clarity and depth!

To each question or concern, a prescription is given with the following 5 steps.

- STAGE1 Make up
- STAGE2 Skin care
- STAGE3 Non-surgery medical care
- STAGE4 Surgery medical care
- STAGE5 BACKSTAGE

Iwamoto Mana

The author is a graduate from Tokyo Women's Medical University. After her residency at dermatology department of Keio University Hospital, she went to France to develop her expertise further. At several university hospitals, she learned and practiced dermatology, specifically, laser therapy and anti-aging treatment. Based in France, Japan and Cambodia, she publishes information regarding beauty, health and lifestyle.

Her book includes *A Life-long Love Life: Learning from A Parisian Madame* (Discover 21 Inc.,) and others.



Contents

- The Sensual Life
Essentials for living
a life of passion
- Beauty care, love,
and the senses
- Pleasure and desire
in Paris

★Lifestyle

Enjoy the Sensual Life Like a Parisian Madame

パリのマダムに生涯恋愛現役の秘訣を学ぶ
January 2015 | 240P | ISBN: 978-4-7993-1614-6

**Live like the Parisiennes do in the name of love!
A romantic guide to a sensual life full of stunning
photographs of Paris.**

Dr. Iwamoto interviewed Parisians in order to find out how they manage to stay young and vital into their 50s and 60s. What she learned from these conversations was simple, and yet profound.

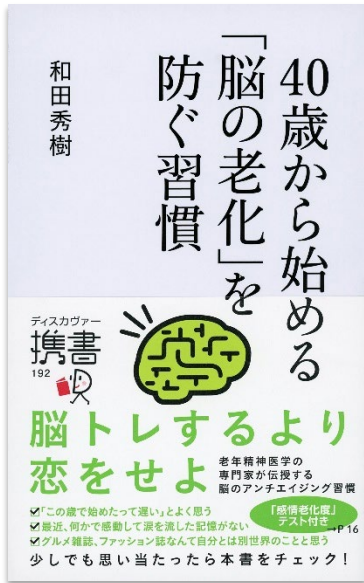
She found two common threads in their replies:

- They don't worry about age
- The most important thing in life is *amour*

Enjoy the Sensual Life Like a Parisian Madame is packed with insights on how *Parisiennes* live a sensual life, as well as advice on how you can do the same. Each chapter includes stunning full-color photographs of Paris to further set the mood.

Iwamoto Mana

The author is a graduate from Tokyo Women's Medical University. After her residency at dermatology department of Keio University Hospital, she went to France to develop her expertise further. At several university hospitals, she learned and practiced dermatology, specifically, laser therapy and anti-aging treatment. Based in France, Japan and Cambodia, she publishes information regarding beauty, health and lifestyle. Her book includes *A Life-long Love Life: Learning Under A Parisian Madame* (Discover 21 Inc.,) and others.



★Lifestyle

Anti-Aging Mind-Training In Your 40s

40歳から始める「脳の老化」を防ぐ習慣
February 2018 | 192P | ISBN 978-4-7993-2235-2

Aging begins with an unexpected part of our being, that is, emotions.

Contents

1. Brain aging begins in your 40s
2. Train the output side of brain
3. Train the processing side of brain
4. Training emotions and thinking
5. Habits of anti-aging

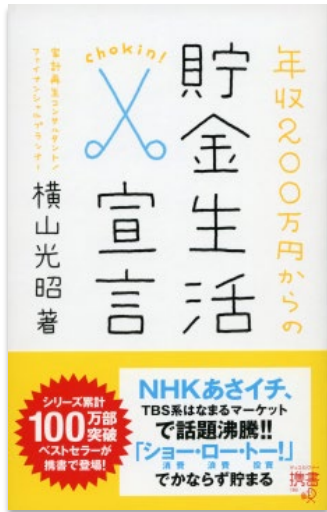
Rights sold to: Thai

As early as at the age 40, aging of our mind starts. Don't feel hopeless, though, you can train your mind with a proper technique. This book explains the early aging mechanism of our brain and what we can do about it.

When we think about aging, we often imagine it being related to body and brain. We won't be able to walk by ourselves, think clearly and distinctively, and etc., However, we are often unaware of one important effect of aging, which could leave lasting consequences—an area of a brain in charge of emotions. This part is actually vulnerable to the early aging that starts in our 40s. Since emotion is an integral part of being ourselves, we need to take preventive measures against this aging. That's where this book comes in handy. The author is one of the most famous psychiatrists in Japan, and he knows the best anti-aging prescription. Start today.

Wada Hideki

Dr. Wada is one of the most well known psychiatrists in Japan. He graduated from the University of Tokyo in 1985, and has been practicing psychiatry for almost 30 years. He is an acclaimed writer as well, not just for his books on psychology and psychiatry, but also for books on medical school entrance examinations. Dr. Wada is a professor at the International University of Health and Welfare in Japan



Rights sold to:
Korean, Thai,
Complex Chinese,
Simplified Chinese



Rights sold to:
Complex Chinese

★Lifestyle

How to Save Money when You Earn 2 Million Yen a Year

年収200万円からの貯金生活宣言
December 2017 | 240P | ISBN 978-4-7993-2208-6

A bad economy is not something to fear as long as you have money saved up.

Super consultant Yokoyama tells all, using a 90-day method to learn lifetime skills for increasing saving capacity.

How to Save Money when You Earn 2 Million Yen a Year (Manga Version)

まんがでわかる 年収200万円からの貯金生活宣言
April 2018 | 192P | ISBN 978-4-7993-2252-9

It can be fun to save money even when your income is on the lower end. With this manga, you can learn how to live a happy life with a small amount of money while saving a lot for the future!

In this fun, entertaining manga, you can learn the Yokoyama method, where you turn into a frugal person in just less than 90 days. Once you learn this method, it will stick with you for the rest of your life. Condensed in less than 200 pages manga, the secret to money saving will be revealed to you at last!

Yokoyama Mitsuaki

Yokoyama is a financial planner and household accounting consultant. As the CEO of MyFP Co., Ltd. he offers advices which helps individuals to settle debt and mortgage problems and reorganize saving program. Since his works have been published in Complex Chinese, he was chosen as one of the best authors in Taiwan in 2011.



★Lifestyle

A French Countess' 45 Rules For An Elegant and Beautiful Life

フランス伯爵夫人に学ぶ美しく、上質に暮らす45のルール
June 2018 | 328P | ISBN 978-4-7993-2309-0

“We ourselves are the sole protagonists of our everyday life.” Live richly everyday with beauty as a core principle. What is the *Art de vivre* that a French countess practices?

French countess Miki de Maistre raises a provoking question to readers--“what do we mean when we say “rich”? An extravagant life without humility is not beautiful at all. No matter how busy you are, how small your house is, elegance should exist in your life, within yourself.”

At her glorious and solemn apartment in the 7th arrondissement of Paris, the countess unveils her aesthetics of life.

- Use white shirts as a basis and wear simple yet elegant clothes
- Clothes of basic colors are good enough for children
- Design and organize a living space for adults
- Set an overarching theme for rooms and a whole house
- Keep the cooking process and dining space beautiful
- Maintain dignity especially in difficult times

Miki de Maistre

She is a graduate from Tokyo Woman’s Christian University and INSEAD Business School. After working at an airline company and an investment bank, the author became dedicated to her writing career. She is married to a French man of a noble family with more than 200 years of history. She is based in Versailles with her husband, two children and a cat. Her books include A Life With A French Nobleman and A Miracle Journey of Isam and Takeru.



★Lifestyle

You Are When You Eat: Time Nutrition

食べる時間を変えれば健康になる

July 2017 | 216P | ISBN: 978-4-7993-1833-1

When you eat is as important as what you eat. A progressive researcher of the field of nutrition uncovers the relationship between time and diet: it's time to get yourself into "time nutrition."

Contents

1. Introduction to body timings
2. Basic mechanism of time nutrition
3. Application of time nutrition
4. When, what should we eat?
5. It's all about "when": sports, pills, etc.,
6. Life changes with breakfast and dinner

Have you ever wondered why you never lose weight regardless of your strict diet?

As with other things, timing is the key to a successful weight loss program. This book gives you not only an understanding of time nutrition, but also concrete suggestions as to how you can improve your diet. Based on many research experiments, the authors will teach you a sustainable way to keep your weight low.

By Furutani Akiko

Nutritionist and researcher at the Waseda University Research Institute for Sustainable Food, Agriculture and Biotechnology. She also works as a part-time lecturer at Aikoku Gakuen Junior College, and is an accredited lecturer at Athlete Food Meister Co., Ltd.

Supervised by Shibata Shigenobu

Shibata Shigenobu is a professor at Waseda University. He is specialized in applied biology and medicine. Prof. Shibata leads several innovative research projects on "time biology," "time bio dynamics", and "time nutrition." His radical approach to health and diet has been sensational and popular among the health conscious Japanese.



★Lifestyle

80 Rules For Elegance

淑女に見える気品のルール

January 2014 | 224P | ISBN: 978-4-7993-1454-8

The ultimate guide for elegant ladies by bestselling author Kato Emiko!

Over 30,000 copies sold!

Rights sold to:
Simplified Chinese

Contents

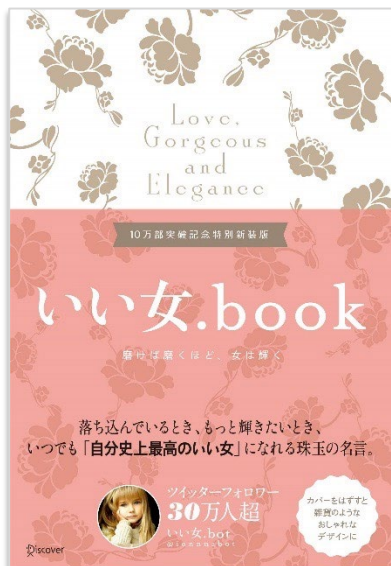
- An elegant appearance
- Elegant conversation
- Elegant behavior
- An elegant mind
- Gesturing like a lady
- Speaking like a lady
- Giving the right gift
- Responding to invitations
- A lady out on the town

Kato Emiko

Kato Emiko is an interior designer and lifestyle expert who specializes in housing, interior design styling and food. Well-versed in the area of lifestyle research and table setting, she is highly regarded for masterfully blending the ideas of European and Japanese living styles and aesthetics. Beloved by her multitudes of fans, Discover 21's publications from her series have sold more than 820,000 copies cumulatively.

Prolific author Emiko Kato offers a wide variety of advice for how to be elegant and always make a good impression.

80 Rules For Elegance is divided into chapters for easy reference. You are sure to notice a huge difference in your interactions by applying just a handful of these simple rules to your life!



★Essay

Pearls of Wisdom To Become the Best Version Of Yourself Ever

いい女.book

May 2019 | 213P | ISBN: 978-4-7993-2455-4

You can become the best version of yourself and the finest woman ever. This book by Japanese popular twitter account “iionnabot” (gorgeous woman) teaches you how.

Contents

- 1 The fine woman is never negligent in trying to better herself
- 2 The fine woman can control emotions
- 3 The fine woman has good love

Powerful words celebrating being a woman encourage you to polish yourself and become your own best version, from fashion to love.

If you're feeling down, if you want to shine more, this book will remind you that whenever you want, you can become 'the finest woman ever'!

From the popular twitter account with 300 thousands followers “iionnabot”, here is the new edition of the 100,000 copies bestseller, with selected top tweets accompanied by an essay by the author.

@iionnabot

Writer. While studying, she obtained a psychology qualification and worked as assistant for a business writer. With what she learned in 2012 she started a twitter account with the theme “moving words to become a fine woman”, which earned 210 thousands followers in one year. Since then she has written many books for the bestseller series “Fine Woman”.
<http://iionnna.com/>

Mom is 100cm tall

ママは身長100cm
May 2019 | 245P | ISBN: 978-4-7993-2460-8

**It's the same as everyone else, just a tiny bit different:
parenting tips by a 100cm tall Smom.**



Contents

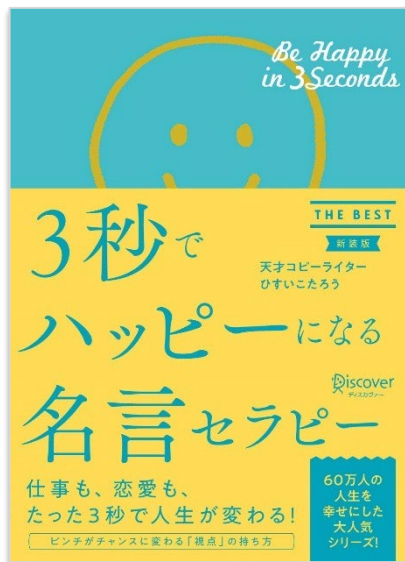
- 1 How I became a mom
- 2 It's okay if you can't walk, it's okay even if it's different
- 3 Parenting with everyone, because I cannot do it alone
- 4 I will do my best not to do my best
- 5 Every difficulty is a chance!

Izena is affected by osteogenesis disorder. She might only be 100 cm tall and have a weight of 20 kg; she might have to be aided by a wheelchair to move; she might not to be able to hear from her right ear; but that didn't stop her from having dreams, falling in love, bear children and enjoy life to the fullest. Here is the moving, precious life lesson of a small mom about her parenting experience.

A Huff Post Books collaboration, a new series created by Discover 21 and Huffington Post Japan.

Izena Natsuko

Izena Natsuko was born and raised in Okinawa, Japan. A columnist serialized in Tokyo Shimbun, Chunichi Shimbun, Huffington Post, Ryukyu Shinpo, she is a wheelchair user because the osteogenesis disorder that affects bones. Overcoming high-risk pregnancy and childbirth, she is raising her two children while being supported by a total of 10 helpers. Graduated from Waseda University and Kagawa University Graduate School, she studied abroad in Denmark and the US. Now she gives lectures throughout the country on the theme of aiding disabled people to support each other.



★Essay

Be Happy in 3 Seconds

With Quotes Therapy

3秒でハッピーになる名言セラピー THE BEST
May 2019 | 212P | ISBN: 978-4-7993-2454-7

Change your viewpoint and your life will change. Every difficulty, see it as a chance; every bad day as good day. Quotes therapy will teach you to become happy in 3 seconds!

Contents

- Equation to become a genius/ Prologue
- 1 Happy therapy
- 2 Work therapy
- 3 Love therapy
- 4 Heartful Therapy

Rights sold to:
Complex Chinese,
Thai, Korean,
Vietnamese

I want to be happy. Everyone does. What if you could in just 3 seconds ...? 'That's impossible' Aren't you thinking so? I knew it.
But in fact, I think it takes less than three seconds to change my life. There is no reason for happiness. And it's not that your life can be blessed by happiness; happiness is something you notice.
Welcome to the world of quotes therapy."
(From the book)

Wise sayings from life experts are the focus of this funny and moving book by a copywriter.
Let this book be your happy vitamin that cheers you up anytime, anywhere!

Hisui Kotaro

Hisui Kotaro is a copywriter. He studied psychology and obtained a counselor qualification. As well as working for advertising productions, he distributes quotes daily as happiness therapy to 5,000 e-mail readers.
He has also published several other books on the theme of happiness.



Over 270,000 copies sold!

Rights sold to:
Italian, Korean, Thai,
Vietnamese,
Simplified Chinese,
Complex Chinese

★Essay

What if Tomorrow Was Your Last?

あした死ぬかもよ?

December 2012 | 240P | ISBN 978-4-7993-1262-9

You are alive.

There is nothing more miraculous than this.

In accepting the certainty of death, we are also able to accept the wonder that it is to live; leading a life in which every day is filled with promise, possibility, happiness, and gratitude.

Can you confidently say that even if your last day was tomorrow you lived a life with no regrets? This book asks readers to imagine that today is the day they die and tomorrow the day they are reborn anew. Rather than putting things off, saying you'll get around to them someday, start doing what you really want to do today. We all spend our lives trying to deceive ourselves into believing we'll never die. Rather than run away from the inevitable reality of death, why not embrace the inevitable and make the most of our time on earth instead? In learning how to truly accept the fact that all living creatures die someday, you will be able to understand your heart and lead a life true to yourself.

Posing 27 questions to readers such as, "Would the things causing you stress really seem that bad if today was your last day on earth?" and "When exactly is 'someday?'" accompanied by worksheets to help write your own obituary and epitaph. Though seemingly macabre, in forcing ourselves to actively think about death we are also presented with the opportunity to think about life itself, and the way we use our limited time on earth.

Hisui Kotaro

Hisui Kotaro is a copywriter. He studied psychology and obtained a counselor qualification. As well as working for advertising productions, he distributes quotes daily as happiness therapy to 5,000 e-mail readers. He has also published several other books on the theme of happiness.



★ Essay

Educational Abuse

How Tiger Parenting is Damaging Our Children

ルポ教育虐待 毒親と追いつめられる子どもたち
July 2019 | 196 P | ISBN: 978-4-7993-2535-3

An education journalist taps into an emerging social problem “educational abuse.”

Publicised by the Television programs TBS Vivit and Fuji TV, web media and magazines!

Ota Toshimasa

Ota Toshimasa is an education journalist.

After working at Recruit Inc., Ota worked on several educational journals and magazines as an editor and authored many books on education and parenting. As a certified counsellor and teacher in Japan, he also worked at a private primary school in Japan.

Educational abuse is an emerging social problem in today's competitive society. Also known as “Tiger Parenting”, this strict form of parenting often imposes too much burden and pressure on children, by forcing them to study too hard and to take up extracurricular activities beyond their limit. Parents might think they are doing all this for their children's sake, but this often results in feeling increasingly suffocated and oppressed. This book will disclose the reality of educational abuse and what is happening to today's younger generations.

Contents

- The powerful curse: “This is all for your future.”
- Incurable wounds
- Signals like eating disorder and minor crimes.
- There are mostly girls at youth homeless shelters in Japan.
- Shall you be proud of the “success” made possible by tiger parenting?
- Beneath rational explanations, emotions are getting out of control.
- Two functional disorders that cause the worst educational abuse.
- It's okay for parents to let children grow in their own ways.



★ Essay

How Are They Not Guilty?

Mistreated Sexual Assaults in
Japan's Criminal Law

なぜ、それが無罪なのか!? 性被害を軽視する日本の司法
August 2019 | 285P | ISBN: 978-4-7993-2544-5

This is the long-awaited manifesto to revise the handling of sexual assaults in Japan's criminal law system.

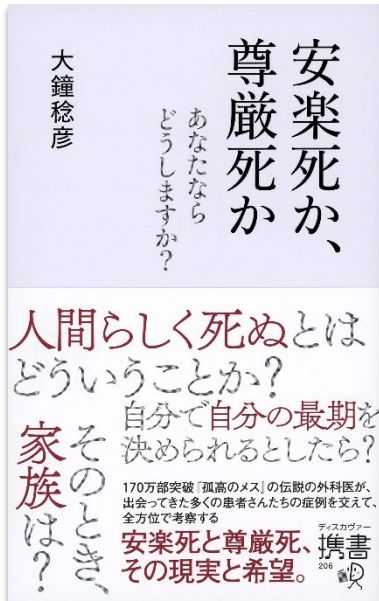
Here is the list of some not-so-well-known facts about sexual assaults in Japan:

- One out of 13 women in Japan experiences sexual assaults in their lives
- There was a revision in the legal system in 2017, but the revised code is still inadequate
- Victims of sexual assaults are held unjustly responsible for proving their cases

Numerous cases of sexual abuse and rape have been dismissed as not guilty. Why were these cases dismissed? Japan's criminal law is quite behind other developed countries in terms of the treatment of sexual assaults. This book aims to suggest a revision to the penal code by pointing out its flaws through real life cases.

Ito Kazuko

Ito Kazuko is a lawyer and the director of an international NGO, Human Rights Now. Since 1994, Ito has been working as a lawyer, specialized in women's rights, children's rights, environmental issues and other international human rights. She is one of the founders of Human Rights Now, an international NGO that aims to solve serious human rights problems in and out of Japan. She has served as a chairperson of several national committees for gender equality and human rights.



★ Essay

Mercy Killing or Death with Dignity

安楽死か、尊厳死か

September 2018 | 296P | ISBN : 978-4-7993-2364-9

What would you do if you must face mercy killing or death with dignity?

Contents

1. Finite Life
2. Sickness unto Death
3. Reflection on Suicide
4. Could a Cancer Notice Trigger Suicide?
5. Suicide with a Resolution
6. Is any Suicide Permissible?
7. Mercy Killing and Death with Dignity
8. Hospice and Death with Dignity
9. Is Active Mercy Killing a Crime?
10. Mercy Killing in Foreign Countries
11. Deadly Diseases and Mercy Killing
12. Endless Desire for Life

There are more patients than ever who do not want to receive life support treatments. On the other hand, there was a doctor who performed mercy killing on one of his patients upon the urgent request by the patient's family, and was then sued for murder. Furthermore, there are people who choose to die while conscious.

What is the difference between mercy killing and death with dignity? What is the difference between death with dignity and suicide? How do other countries deal with these issues?

The author is a legendary physician in Japan, who once established a hospital with an attached hospice, and now works at a public clinic in a rural area. Based on the decades of his clinical experience, he reflects on mercy killing and death with dignity, people's struggles, and his own view on death and life.

Ogane Toshihiko

Ogane was born in Aichi, Japan in 1943. After graduating from Kyoto University in 1968 with MD, he worked as a doctor and later a hospital director for many decades. While working as a doctor, he established an organization "Society for Better Medicine Japan," where he built a hospital with an attached hospice and engaged in many activities to raise medical awareness in Japan. In 1999, he stopped his 30 years of operation as a physician, and moved to a rural town in Kansai region. Ogane is also a popular writer who is known for his fiction series "Lonely Scalpel" that has sold more than 1.65 million copies in total. The fiction series was later adapted into a film.



★ Essay

100 Words To Make You Happy in 3 Seconds

3秒でハッピーになる 超名言100
January 2018 | 248P | ISBN 978-4-7993-2217-8

Your go-to book to instantly bring happiness to your life.

Over 50,000 copies sold!

Great quotations connote full of wisdom and can bring happiness to your life. Even though they are just words, they capture the reality in a way that makes us realize what is important and how we should navigate our life and be happy. This book offers a great set of quotations from the West, East, and all other parts of the world that will guide you in a practical way for your success and help you feel happy.

Hisui Kotaro

Hisui is a novelist, translator of happiness, and copy writer. He believes that the life will change once you change your perspective. He studied psychology from Nobuyuki Eto of Japan Mental Health Association and holds the license of psychological counselor in Japan. He has written many books related to self-help and happy lifestyle.

Rights sold to:
Korean, Vietnamese



★ Essay

I Want to Tell You My Feelings

この気持ち伝えたい

January 1970, new ed. February 2002 | 80P | ISBN: 978-4-88759-185-1

Over 300,000 copies sold!

The visionary and inspirational Ito Mamoru's best-selling masterpiece on effective communication. Don't let this simple picture book appearance fool you. The wisdom and insight contained within is as deep and profound as it comes. Having already been translated into nine languages, this is a book that should be on everyone's bookshelf.

Rights sold to:
English (US),
German, Hebrew,
Italian, Korean,
Portuguese (Brazil),
Vietnamese,
Simplified Chinese,
Complex Chinese

Start Here and Now

いまここから始めよう

April 2018 | 160P | ISBN 978-4-7993-2261-1

The bible to relationships that has saved 500,000 readers!

Appearance is often deceiving. That's true with interpersonal relationships as well. The root lies in the basic misconception that people exist individually. In reality, it always takes two people to exist, and we run into interpersonal problems, because we fail to see ourselves interwoven in the mesh of relationships. It can be tricky, because we are taught that we are individuals. Start seeing a pair as the minimum unit of existence and improve your relationships and life as a whole.

Ito Mamoru

Ito is the CEO of Coach A. He is the pioneer of the coaching industry in Japan, as he is the first Japanese to receive a certificate from ICF. In 2001, he founded Coach A and has been serving as the CEO since then. He has written more than 50 books on the subject.



★Fiction

The Fox from Amou

天生の狐

June 2019 | 456P | ISBN: 978-4-7993-2479-0

The suspenseful story of a ninja girl set in historical Japan!

The new book by best-selling author of *Flowing Crimson*.

The story is set in Amou during the Edo era (now in Gifu prefecture, Japan).

The protagonist is a 17-year-old girl living in the mountains, Kon, who picks herbs as a doctor's assistant.

Although she is the daughter of a former samurai family, her parents were killed when she was young and was brought up by the doctor Son Akira. Son Akira is actually a ninja employed by the shogunate under the name 'Grass', and Kon was also taught ninja skills. One day, when she is downtown, Kon sees a familiar-looking samurai, who is revealed to be the man that killed her parents, Tsuda. Growing up thinking that 'vengeance is foolish', Kon feels anger for the first time. Will she decide to avenge her parents?

Shizaka Kei

Shizaka Kei worked in a computers-related company, and after that he moved to a manufacturing company for car parts, always while writing in his free time. After retirement, he has kept writing. In 2014 he won the Sanagi Award with his book 'Flowing crimson' (Discover 21).



By the same author

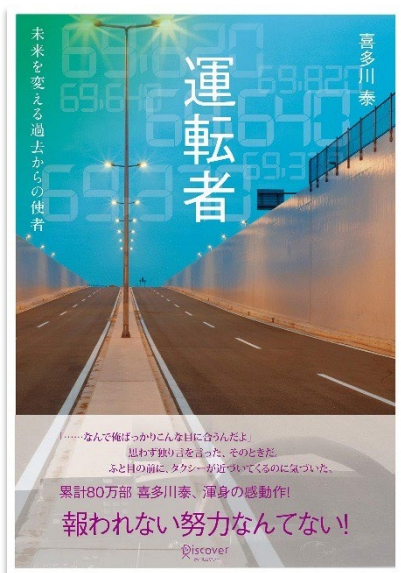
Flowing Crimson

滔々と紅

February 2015 | 376P | ISBN: 978-4-7993-1636-8

Komano was sent to work in the "entertainment" district of old Japan, Yoshiwara, when she was only 9 years old. *Flowing Crimson* is a story of a young girl's struggle to break free from the bonds of sin and corruption, in a time and place where sin and corruption were the name of the game.

But even in the fog of pain of tragedy, light shines through. It will all come down to one final, fateful decision, and whether she'll have the strength and the wherewithal to seize the chance to break free.



★Fiction

The Driver

A messenger from the past that changes the future

運転者 未来を変える過去からの使者

March 2019 | 239P | ISBN: 978-4-7993-2450-9

**There is no effort that doesn't pay off!
A surreal story of luck and reward.**

*"... why do I always have such bad luck"
Suddenly I noticed a taxi approaching.*

There is a moment in life when luck can change dramatically. Luck is not something that is expressed as 'good' or 'bad'. It is something that you either 'use' or 'save'. You can save luck for later and then use it to some extent. Luck is 'postpaid'. Good things don't happen if you just wait and don't do anything. People who are thought to be 'lucky' are actually taking advantage of the luck they accumulated. This is a story of self-growth.

Kitagawa Yasushi

Kitagawa Yasushi is a Tokyo-born writer. After graduation, he sought employment with a major study group to become an educator, and later became independent, launching a new study group in Yokohama. In 2005 he debuted as a writer with a fantasy-style self-help book, "The Book of the Wise", also published by Discover 21.



★Fiction

Regeneration

Unburied Resentments

禁じられた遊び

June 2019 | 397P | ISBN: 978-4-7993-2480-6

30,000 copies sold in 2 months!

“Mom is going to come back alive soon”

Ihara Naoto was happily living with his wife Miyuki and his son Haruto. Just when he can finally purchase his long-yearned for house, Miyuki has a car accident and is killed. In response to a despaired Naoto, Haruto burys a finger of Miyuki's corpse in the yard “to make mom come back to life”, and prays eagerly every day. Around the same time, bizarre events begin to occur around free video reporter Kurasawa Hiroko, an ex colleague of Naoto, who was once suspected by Miyuki to be having an affair with her husband...

Shimizu Karuma

Shimizu Karuma is a free writer. He won the fourth edition of the Sanagi Prize for literature with 'Regeneration'.

He is also a 2nd dan holder of aikido.

★Fiction

Playtime Is Never Over

終わらない

Coming

An anthology of 4 humorous short stories.

Soon

Now Printing

Contents

1. The time to live will never end - Suzuki Koji
2. Even if playtime comes to an end - Amane Ryo
3. Playtime freezes at that moment –Shimanaka Jun
4. Playtime is never over – Toi Kunihiko

One day, the police department decides to conduct a crime prevention drill without a clear scenario, aimed to create a favourable public image. However, Policeman Hirata, who is chosen as the bank robber, has a serious personality and lacks flexibility. He plans the robbery and performs his role as a criminal perfectly. Fukagawa, the policeman who is supposed to arrest Hirata, ends up shot by Hirata's model gun and treated as a dead man.

Suzuki Koji

Born in 1957. He debuted with *Paradise* which won the second Japan Fantasy Novel Grand Prize in 1990. Received the 17th Eiji Yoshikawa Literary New Artist Award for *Helix* in 1995. In 2013, he received the Charlie Jackson Prize, an American literature award for *Edge*.

Amane Ryo

Born in 1980. He debuted with the Mephisto Award in 2010 with *Choukankaku*. In 2013, he became a candidate for the Mystery Grand Prize for the *Funeral Suite* and a candidate for the short stories section of the Japan Mystery Writer Association Award for his *Father's Funeral*.

Shimanaka Jun

Born in 1966. Debuted in 2013 with *Punishment of Proxy* which won the Newcomer Prize of the Japan Mystery Literature Award. He is active as an up-and-coming author of social-mystery books.

Toi Kunihiko

Toi Kunihiko is the author of *Playtime is never over*, which was published in 1985 by Shinchosha Publishing Co.,Ltd., and won the New Writer award of Shinchosha. It has been made into a successful movie in 1991, and was adapted to a Korean drama in 2007.



★Fiction

Book of the Wise

賢者の書

August 2009 | 224P | ISBN: 9784-88759-733-4

Over 50,000 copies sold!

This fantasy/personal growth novel tells the story of a man named Alex who finds hope for life again after meeting a mysterious young boy. The young boy has a journal, in which he writes about his travels, which he calls the Book of the Wise.

Rights sold to:

Korean, Vietnamese,
Simplified Chinese,
Complex Chinese



What She Left Behind

君と会えたから……

July 2006 | 208P | ISBN: 978-4-88759-480-7

Over 120,000 copies sold!

What She Left Behind is brimming with insights on life, but it isn't your typical self-help book. Author Yasushi Kitagawa offers a wide variety of life advice cleverly through a narrative of a young summer romance. Through a series of meetings, the two young lovers explore a variety of topics and come to many life-affirming conclusions.

Fiction fans and non-fiction fans alike will enjoy the charming, playful interactions of the protagonist, and will come away from the story with a new outlook on life.

Rights sold to:

Korean, Russian,
Vietnamese,
Simplified Chinese,
Complex Chinese

Kitagawa Yasushi

Kitagawa Yasushi is an educator and author. He is the founder of the revolutionary Somei school, which focuses on human development for young students who are preparing for college. He has written several books on the subject of self-enrichment.



★Reference Book

The Ultimate Study Manual from Junior High School on

中学生からの勉強のやり方

March 2019 | 246P | ISBN: 978-4-7993-2448-6

**Learn to study before actually studying.
If you're having trouble with that one subject you just
can't get good grades at, try maximizing your
learning ability with this ultimate manual to studying!**

The 9 Study Rules

◎ Preparation

1. Write down questions and answers in your notes
2. Prepare your own answers in advance

◎ Classes

3. Pay attention
4. Take useful notes
5. Remember as much as possible in class

◎ Review

6. "Remember" type review
7. "Resolve" type review

◎ Test

8. Test trends
9. Take measures

Rights sold to:
Complex Chinese,

Here is the study method first conceived by a student of Japan's top university, who opened his own school that immediately became widely popular.

First published in 2008, this study manual that sold more than 60,000 copies has received extremely positive response in Japan from countless students that succeeded in learning how to study efficiently and raising their grades.

This book is a compilation of lessons on how to study from junior high school on. For each of the four steps to studying (preparations, classes, review, and tests), a hand-set commentary on the correct study method

for five subjects (English, mathematics, Japanese, science, social science) is provided.

Shimizu Akihiro

After graduating from Japan's top university, the University of Tokyo, Shimizu Akihiro completed a master course at the Graduate School of Education. He started a business to teach his innovative learning methods at the age of 20 while still attending university. In Tokyo and Kyoto, he runs schools that teach "how to study", and while teaching himself, he works as an adviser for various schools, school boards and companies. He has written extensively on the theme of education, and his works often appear in newspapers, magazines and online.

PICTURE BOOKS

MADE BY BABIES, FOR BABIES

"I wanted to create a picture book using the favourite characters of babies."

--- That was the start of this Baby study picture-book project

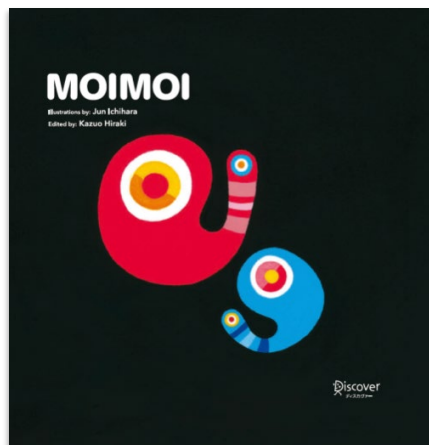
HOT
List

Born out of a research collaboration with Japan's leading academic institution, the University of Tokyo

Hiraki Kazuo

Hiraki Kazuo is a professor at the Department of General Systems Studies at the Graduate School of Arts and Sciences, Interfaculty Initiative in Information Studies, at The University of Tokyo. He specialises in "Baby Study," and manages the Baby Laboratory at The University of Tokyo. This project was started because he wanted to create a picture-book truly loved by babies.

MOIMOI



Over 200,000 copies sold!

Written and illustrated by:
Ichihara Jun, Supervised by:
Hiraki Kazuo もいもい

Jul. 2017 | ISBN: 978-4-7993-2110-2 | 28P

Urushi



Over 80,000 copies sold!

Written and illustrated by:
Roron, Supervised by: Hiraki
Kazuo うるしー

Jul. 2017 | ISBN: 978-4-7993-2109-6 | 36P

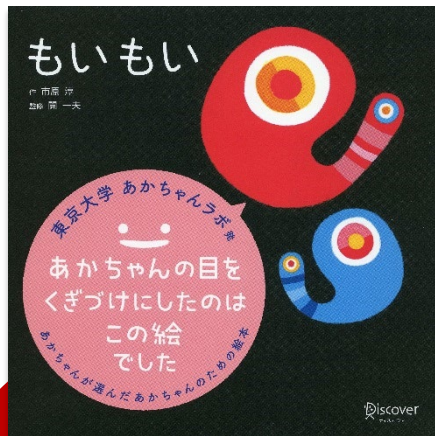
Moimoi & Kily



Over 60,000 copies sold!

Written and illustrated by:
Miura Simal, Supervised by:
Hiraki Kazuo モイモイとキー
リー

Jul. 2017 | ISBN: 978-4-7993-2111-9 | 28P



★Picture Book

MOIMOI

Written and illustrated by: Ichihara Jun, Supervised by: Hiraki Kazuo
もいもい July 2017 | 28P | ISBN: 978-4-7993-2110-2

This illustration caught the eyes of the babies.

We started the "Infant Study Picture-book Project" to create a picture-book for infants through scientific studies, implementing various experiments.

Studying what shapes infants visualise to the phrase "MOIMOI", an illustration caught the eyes of infants. They kept staring at it.

We created the picture-book with the "MOIMOI" character from this experience. It was amazing when this picture-book was shown to the babies! The character in this picture-book drew an overwhelmingly high level of attention that even drew the attention of a crying infant.

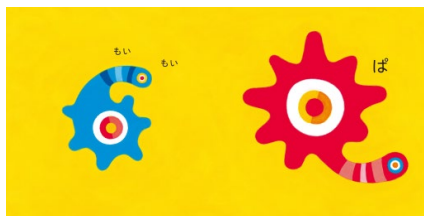
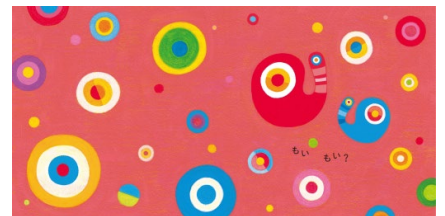
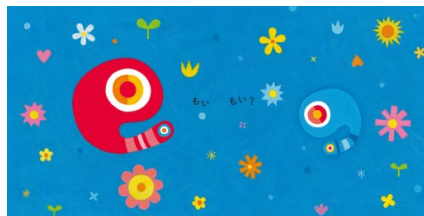


MOIMOI <Board book>

Written and illustrated by: Ichihara Jun
Supervised by: Hiraki Kazuo
もいもい ボードブック
Nov. 2018 | ISBN:978-4-7993-2380-9
| 20P

Rights sold to:

Simplified Chinese, Vietnamese, Korean, Complex Chinese





★Picture Book

Urushi

Written and illustrated by: Ronon, Supervised by: Hiraki Kazuo
うるしー July 2017 | 36P | ISBN: 978-4-7993-2109-6

"I wanted to create a picture-book using the favourite characters of children."

A lot of bright primary colours are used in most of the picture-books that are supposedly liked by infants. Although babies certainly look at the primary colours, this actually depends on the great visual effect and not on whether they like the colour.

Therefore, we decided to hold a popularity vote for the characters, where the infants acted as the judges. We arranged two characters drawn based on the theme of an apprentice magician who is good at taking many things out of a hat to study, and selected the character that the infants looked the longest at. The results were the complete opposite of the votes of the fathers and mothers!



Urushi <Board book>

Written and illustrated by: Ronon
Supervised by: Hiraki Kazuo
うるしー ボードブック
July 2017 | 36P |
ISBN: 978-4-7993-2109-6

Rights sold to:
Simplified Chinese, Complex Chinese, Arab





★Picture Book
MoiMoi & Kily

Written and illustrated by: Miura Simal, Supervised by: Hiraki Kazuo
 モイモイとキーリー
 July 2017 | 28P | ISBN: 978-4-7993-2111-9

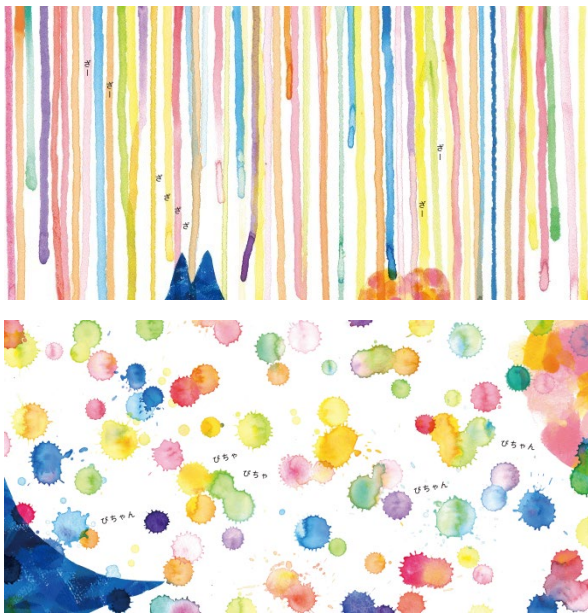
“MoiMoi looks like this” “Kily looks like this”.
Infants selected the pictures by visualising sounds.

There is a psychology experiment called the Bouba/kiki effect. This experiment is to show a jagged shape and a rounded shape to people, and ask them which of these shapes is bouba and which is kiki. Most of the people selected the jagged shape as "kiki," and the rounded shape as "bouba." We naturally seem to connect sounds and shapes.

This picture-book was completed after a similar experiment was performed with infants. The shape which may be visualised by infants when they hear the phrase "MoiMoi" and "Kily," relies on the power of onomatopoeia.

Enjoy the marvelous connection between phrases and shapes with your baby.

Rights sold to: Simplified Chinese, Korean





★Picture Book

Upside Down

さかさま

May 2015 | 36P | ISBN: 978-4-7993-1675-7

A truly new approach to children's stories!
Upside Down is a cautionary tale about the consequences of war, as well as a reminder of the importance of friendly collaboration and cooperation.

Intended to be read with a friend or family member on either side of the book, *Upside Down* is a story of the denizens of the Red Planet, and their nearby neighbors on the Blue Planet.

As the story progresses, you and your partner will each follow one side to its conclusion. You will then switch and read the same story from the other perspective.



Rights sold to: French

Okuda Teruko

Okuda has been active in a variety of fields, from painting to mortar sculpture. She also designs and manufactures decorative items and posters. She currently authors illustrated books while being the mother of two children.



★Picture Book

Isaac The Bully

いじわるアイザック

April 2013 | 32P | ISBN: 978-4-7993-1316-9

Isaac will delight parents and children alike while they learn about the importance of kindness and friendship.

Rights sold to:

French, Korean,
Vietnamese



Isaac the black dog loves to pick on people. In fact, Isaac is such a bully that he doesn't have a single friend at all. One day, an alligator moves into the apartment downstairs. While most people would be happy to get a new neighbor, Isaac feels quite the opposite. After all, alligators eat dogs! Fearing the worst, Isaac decides to drive the alligator out. However, his plans don't go quite as planned...

Sonoda's work is famous world wide, and has been featured as an official selection at the Bologna Children's Book Fair.

Sonoda Eri

Sonoda Eri is an internationally exhibited children's book illustrator. Her first ever book, *Service de Nuit*, was published by Lirabelle in France. Additional sequels to the Isaac series are currently in the works.



★Personal Growth

Strengthen Your Mind

頭がよくなる思考術

October 2005 | 126P | ISBN: 978-4-88759-414-2

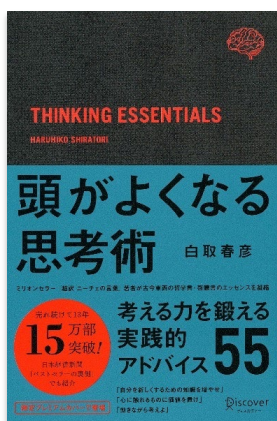
New edition Feb 2019 | 128P | ISBN: 978-4-7993-2237-6 (978-4-7993-2236-9)

The *Strengthen Your Mind* series will help you think more deeply, leading to more tranquility, contentment, and creativity in your life!

55 practical advices to change your mindset by 180 degrees and refine your thinking.

Over 160,000 copies sold!

Rights sold to: Complex Chinese, Simplified Chinese, Italian, Korean, Spanish, Vietnamese



The act of thinking also has techniques to cultivate it, which affect you daily, even the enjoyment of life.

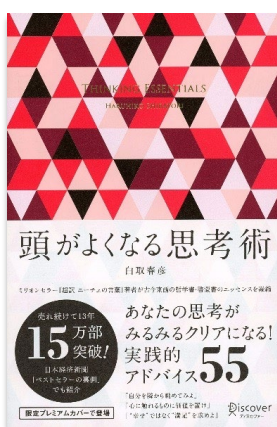
Here is the guide to refine your mindset through thinking approaches by influential thinkers.

Just like suggested by many enlightening philosophers, no one can think without flaws. That is why we need talk to each other, read books, and try to find better ways to think and live.

This book will help you polish your thinking and clear your mind.

Contents

- 1 Mindset: "I can answer"
- 2 Mindset: "No hesitations"
- 3 Mindset: "Let's live happily"
- 4 Mindset: "Clear mind"
- 5 Mindset: "Imaginative mind"



Shiratori Haruhiko

After studying philosophy, theology, and literature at Freie Universität Berlin, Shiratori worked as an interpreter and commentator. Author of the million-selling *The Wisdom of Nietzsche*, he has published a number of works on philosophy and religious issues which have won the hearts of readers through his simple yet uncompromising writing style.



**Over 40,000
copies sold!**

★Personal Growth

Strengthen Your Mind: A Paradoxical Approach

頭がよくなる逆説の思考術

December 2013 | 144P | ISBN: 978-4-7993-1444-9

This easy to read volume on day-to-day paradoxes provides readers with an essential philosophy on life. The lessons in this book can be applied to both business situations and personal life, helping readers overcome difficulties and develop deep self respect.

Rights sold to:

Italian, Korean, Thai, Vietnamese, Complex Chinese

Shiratori Haruhiko

After studying philosophy, theology, and literature at Freie Universität Berlin, Shiratori worked as an interpreter and commentator. Author of the million-selling *The Wisdom of Nietzsche*, he has published a number of works on philosophy and religious issues which have won the hearts of readers through his simple yet uncompromising writing style.



★Personal Growth

Strengthen Your Mind

頭がよくなる思考術

October 2005 | 126P | ISBN: 978-4-88759-414-2

New edition Feb 2019 | 128P | ISBN: 978-4-7993-2237-6 (978-4-7993-2236-9)

The *Strengthen Your Mind* series will help you think more deeply, leading to more tranquility, contentment, and creativity in your life! 55 practical advices to change your mindset by 180 degrees and refine your thinking.

Over 160,000 copies sold!

Rights sold to: Complex Chinese, Simplified Chinese, Italian, Korean, Spanish, Vietnamese

The act of thinking also has techniques to cultivate it, which affect you daily. Here is a guide to refine your mindset through the approach of influential thinkers.

Just like suggested by many enlightening philosophers, no one can think without flaws. That is why we need talk to each other, and find better ways to think and live.



★Personal Growth

Strengthen Your Mind: A Paradoxical Approach

頭がよくなる逆説の思考術

December 2013 | 144P | ISBN: 978-4-7993-1444-9

This easy to read volume on day-to-day paradoxes provides readers with an essential philosophy on life. The lessons in this book can be applied to both business situations and personal life, helping readers overcome difficulties and develop deep self respect.

Rights sold to: Italian, Korean, Thai, Vietnamese, Complex Chinese



Over 40,000 copies sold!

Shiratori Haruhiko

After studying philosophy, theology, and literature at Freie Universität Berlin, Shiratori worked as an interpreter and commentator. Author of the million-selling *The Wisdom of Nietzsche*, he has published a number of works on philosophy and religious issues which have won the hearts of readers through his simple yet uncompromising writing style.