



Rights Guide FBF 2018

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Popular Buddhism

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Personal Growth

Fiction

Picture Book

Coloring Book

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New List

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Popular Buddhism

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Education

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Fiction

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Coloring Book

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Lifestyle

Autonomic Nerve Care Book For A Business Person

忙しいビジネスパーソンのための自律神経整え方BOOK Ken Harada ISBN 978-4-7993-2312-0 192pages

July 12, 2018

Does your mind often feel foggy?

Do you have a sleeping problem?

Do you find yourself suffocated from time to time?

This book is a 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.

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.



Lifestyle

MY TIME

マイタイム Monika Luukkonen ISBN 978-4-7993-2254-3 168pages April 12, 2018

The Happiest Country in the World (2018) Finland's Secret To Let Yourself Shine

We are always playing some role in life--from an employee, to a parent, to a wife and so on. Do you have a time when you can be truly yourself?

Finland is the country with a severe aging population problem, 10 years ahead of that of Japan. Only 20 percents of the married couples choose full-time housewife in Finland. A lot of parents are busy with work and family. Despite all this, Finland is the world's happiest country in 2018. The secret is "my time."

During "my time," people spend time for themselves. It is neither for family nor for work. For example, one could be absorbed in a hobby, do an exercise, read books, chill at a cafe, enjoy a conversation with friends and so on.

In Japan, 50 percents of the married couple now choose to work and have family at the same time. Many women are increasingly busy with family and work. Amid their busy life, they tend to forget to take care of themselves properly.

The author has lived in Japan before. She appreciates a hard working culture like Japan's, but at the same time, encourages women to take it easy sometimes. Based in Finland now, she observes and shares the importance of "my time," the secret to Finland's happiness.

Chapter 1 Making "my time" to take care of yourself

Chapter 2 Enjoying "my time" in which you rediscover yourself

Chapter 3 Do not be a perfectionist in household chores and childbearing

About the author

The author is a non-fiction writer and blogger in Finland. Her speciality is lifestyle. Born in 1971, she extensively traveled between Finland and Japan as a marketing expert. Since 2000, she has been translating, writing. She now runs her own literary agency in Finland. She continues to share information about Finland, so people around the world can learn the simple and happy lifestyle of Finland.

Habits of Anti-Aging Training Brain In Your 40s

40歳から始める「脳の老化」を防ぐ習慣 Hideki Wada ISBN 978-4-7993-2235-2 192pages

February 25, 2018

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

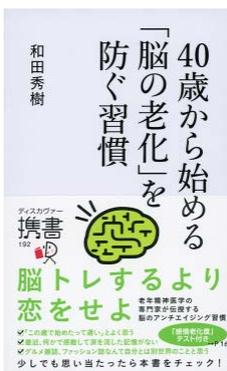
As early as at the age 40, the aging of emotions starts. Don't feel hopeless, though, you can train it with a proper technique. This book is the good news for you—it explains the early aging mechanism in our brain and what we can do about it.

When we think about aging, we often imagine it being related to body and mind. 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 the 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 Japan's one of the most famous psychiatrists, and he knows the best anti-aging prescription. Start today.

About the author

Dr. Hideki 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 examination. Dr. Wada is a professor at International University of Health and Welfare in Japan.

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



Lifestyle

Rights sold
- Thai



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

December 22, 2017

年収200万円からの貯金生活宣言 Mitsuaki Yokoyama ISBN 978-4-7993-2208-6 240pages

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

April 12, 2018

まんがでわかる 年収200万円からの貯金生活宣言 Mitsuaki Yokoyama ISBN 978-4-7993-2252-9 192pages

It can be fun to save money even when your income is on the lower end. That's right, 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!

Sakura is an ordinary part-time worker in Japan, who is living an okay life but wants to save money for the future. After repeated failures, she meets Koji who directs a TV show named "A Money Saving Manifesto" and gets recruited for the show. During the show, Sakura is put in a competition with Ryunosuke, and she needs to save more money than him, in order to win the competition... With these characters 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!



Manga version

Lifestyle

Rights sold
- Complex Chinese
(Taiwan)

About the author

Mitsuaki Yokoyama

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.

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 Miki de Maistre ISBN 978-4-7993-2309-0 328pages
June 14, 2018

"We ourselves are the sole protagonists of everyday life."

Live richly everyday with beauty as a core principle.

What is "Art de vivre (aesthetics of life)" that a French countess practices?

The French countess 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 could come into 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

The author is a Japanese woman who is married to a French man of a noble family with more than 200 years of history. Her way of life reveals valuable lessons in dressing, eating and living, in order to live everyday in a mindful and rich way.

About the author

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 was 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

Yoga Bits An Easy Yoga Method for Life-Long Beauty

April 12, 2018

生涯現役美容ヨガダイエット Sakuko Yoshiba ISBN 978-4-7993-2253-6 96pages

Are you interested in Yoga, but too busy or lazy to make time for it? This is the right book for you then! All you need is just a couple of 10 seconds in your spare times. Easy and effective!

Yes, we know Yoga is good for our health and beauty, but that doesn't convince us to make time and space for it in our everyday life. We are too busy, too lazy, and... naturally something like Yoga doesn't get the priority. In 10 seconds, though, you can get the same benefit that you would get from regular yoga! Is this too good to be true? According to the author, who is 63 years old now, even this super fast, simple yoga can have a significant impact on your life in a long run. This is very persuasive coming from a beautiful woman whose appearance by no means matches her actual age. With this book, Yoga can come into your busy life at last!

1. 10 seconds yoga in restroom
2. 10 seconds yoga in any place
3. Change your future here and now

About the author

Sakuko Yoshiba is the CEO of Yoga Good Wing. She has been practicing and teaching Yoga for more than three decades. Her students amount to more than 50,000 people. She teaches at several schools and colleges in Tokyo.



Lifestyle

Introduction to Bullet Points Journal **Over 50,000 copies sold!**

「箇条書き手帳」でうまくいく はじめてのバレットジャーナル Marie ISBN 978-4-7993-2181-2 200pages
October 13, 2017

So simple, but powerful. All you need to do is write down bullet points of things to do. This book will introduce you to the bullet points journal, and shows how your life can be transformed.

Journals nowadays are getting more and more complicated, with added functions and decorations. Or, They are totally paperless in your smartphone! Well, you might wonder why you must return to a paper, and what's more, super simple journal like "bullet points journal." When it comes to journals, we have discovered that simplicity is the key, and the most simple form that bullet points journal offers can make life so efficient and organized! This journal has grasped hearts of us busy Japanese. Here is for you to try.

1. 10 seconds yoga in restroom
2. 10 seconds yoga in any place
3. Change your future here and now

About the author

Marie is a mother of two children, an elementary school student and a middle school student. She writes on learning English and Chinese with Kindle and smartphone, as well as using paper and digital means for life management. Her book, Small Tricks for Note Taking, was the Amazon bestseller in the time management category.



Business

Rights sold

- Korean
- Simplified Chinese
- Complex Chinese (Taiwan)

3 Seconds and 10 Minutes for A Great First Impression November 11, 2017

3秒で心をつかみ 10分で信頼させる 聞き方・話し方 Miho Konishi ISBN 978-4-7993-2189-8 280pages

We all know that first impressions shape our personal and professional relationships. But it's easy to say, hard to do. What if, though, all you need is 3 seconds and 10 minutes? It could be that simple.

As the world becomes more connected than ever, we have ever more interactions with people who don't share our cultural and social customs. In these situations—be it business or politics—it is essential to make a great first impression to smoothly get things started. Needless to say, this is the same for personal life as well. Miho Konishi, an experienced television commentator, has been practicing the art of the impression management for decades, and wants to share her secrets. According to her, it takes just 3 seconds and 10 minutes to make a great impression. What are you waiting for?

1. All you need is the first 3 seconds
2. Everything begins with listening
3. Now it's time to talk. How?
4. Epilogue

About the author

Ms. Miho Konishi is a television commentator at Nihon Television, one of the biggest television companies in Japan. Since 1992, Ms. Konishi has been in the television industry, and worked in several locations in and out of Japan. She is one of the most well known commentators in Japan, and she has interviewed 1700 people at a television show where she plays the main commentator.



Business

Rights sold

- Korean
- Simplified Chinese
- Complex Chinese (Taiwan)

Over 50,000 copies sold!**The Art of Work Rethinking Work from a Higher Point of View**

働きの哲学 Noboru Murayama ISBN 978-4-7993-2238-3 264pages March 25, 2018

From Immanuel Kant to Peter Drucker, The Work Book contains the timeless wisdom that the legendary figures reflected upon work.

A great companion for any business person at every career stage from new hire to executive level.

Work is not just about making money. We know that very well, but we often get caught up in everyday trifles and lose a sight of a bigger picture. After days and weeks of hard work, all we want is good food, drink, sleep, and this goes on and on. We must start thinking to break out of the mindless repetition, and find a meaning in our work. This book is a perfect companion for 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 bible for the all workers.

Business

Rights sold

- Simplified Chinese
- Complex Chinese (Taiwan)

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

About the author

Mr. Noboru Murayama 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.

Beyond Strategy Consulting: The Art of Problem Solving and Value Creation: From Classic Frameworks to Social Business July 12, 2018

コンサルを超える 問題解決と価値創造の全技法 Takashi Nawa ISBN 978-4-7993-2314-4 512pages

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

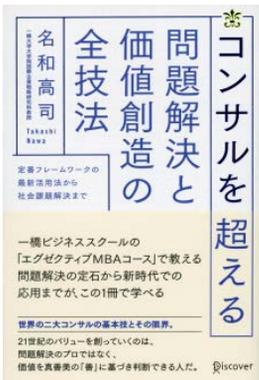
The author has worked as a director and senior advisor at the two most powerful consulting firms in the world: McKinsey & Company and Boston Consulting Group. His knowledge now comprehends the pros and cons of the legendary problem solving methods of the two firms, and he proposes a new way toward value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

- Part 1 The basic skills of strategy consulting
- Chapter 1 Problem solving skill
 - Chapter 2 Problem identifying skill
 - Chapter 3 Hypothesis construction skill
 - Chapter 4 Impact thinking
 - Chapter 5 Framework application ① MECE and logic tree
 - Chapter 6 Framework application ② classic framework
 - Chapter 7 Sharp knife of analysis
 - Chapter 8 Strategy as a story
- Part 2 Powerful techniques of the top-notch consultant
- Chapter 9 The legendary Japanese consultant Kenichi Omae's way
 - Chapter 10 Truth, good and beauty: IQ, EQ and JQ
 - Chapter 11 System thinking
 - Chapter 12 Non-linear thinking
- Part 3 Toward strategy consulting, beyond strategy consulting
- Chapter 13 To those who want to become a strategy consultant
 - Chapter 14 To those who want to go beyond strategy consulting
 - Chapter 15 To those who want to solve social challenges by business

About the author

The author is a professor of Business Strategy at Graduate School of International Corporate Strategy at Hitotsubashi University. Born in 1957, he is a graduate from a law department of the University of Tokyo and MBA program at Harvard Business School. After working for Mitsubishi Corporation for 10 years, he 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





Business

The New Executive Leadership in the Age of Artificial Intelligence

新・君主論 Tetsuo Kitani ISBN 978-4-7993-2216-1 264pages February 25, 2018

What are the qualities required for leadership in the future?

Intelligence? Conscientiousness? Not quite. This book offers a rather counterintuitive answer—dictatorship. A true Machiavellian is the next leader.

That day might come before long, when hyper intelligent machines start to wipe out human workers. We often talk about securing jobs for these workers, who would be unable to adapt, but what about leaders? Will they stay the same way as before? The answer is likely “no,” as strongly emphasized in this book. The future requires a different kind of leader, namely, power leader who can do what machines cannot do—to decide, command and demand. Such power is often viewed negatively in our society, but it will become a positive characteristic that our leaders will need to acquire. But how? The answer is to be found in here.

1. Are you a true Machiavellian?
2. Good dictatorship and bad dictatorship
3. On being a good dictator
4. Power and structure
5. Practice of a power leader

About the author

Prof. Tetsuo Kitani is a researcher at IMS at Kyoto University, Japan. His career path spans from McKinsey & Compnay to Merill Lynch, and to Japan Industrial Bank. He holds an undergraduate degree from the University of Tokyo, MBA from University of Pennsylvania, Whorton School, and MA from University of Chicago.



Business

Understanding Economics In 90 Minutes March 25, 2018

図解 90分でわかる経済のしくみ Katsuhiko Nagase ISBN 978-4-7993-2246-8 200pages

With simple infographic and clear-cut explanation, this book provides an easy yet comprehensive introduction to today's economics. From the prices of goods to cryptocurrency, every aspect of economy is explained with clarity and depth.

Economics is the basis of business! Understanding how to use money wisely! Seeing how the world runs on economics!

The mechanism of the prices of goods, the secret of brand products, what happens when economy is doing well, determining factors of the stock prices...With its simple infographics and descriptions, this book makes economics easy for everyone.

- Chapter 1 Basics of economy is the prices of goods
- Commonalities between fish store and hotel
 - Why shops do not raise the prices when it is reasonable to do so
 - Cheapening of a currency is good or bad?

- Chapter 2 Looking at the world from a perspective of economics
- Self-interest and competition are the vehicles of economy
 - Economics as a tool to detect scam business
 - What is cryptocurrency?

- Chapter 3 What is the relationship between politics and economy?
- Can a government actually improve its economy?
 - Did Abenomics produce any outcomes?
 - What is the role of public works?

About the author

A professor of Sociology at Tokyo Metropolitan University. He was born in Toono, Iwate, Japan in 1961. He graduated from Economics department at the University of Tokyo and completed a PhD program at Graduate School of Economics at the University of Tokyo. His books include Management of Decision Making, Strategy of Decision Making, Why You Are Always Losing Money, Theories of Behavioral Decision Making, and etc.,

Rights sold

- Simplified Chinese
- Complex Chinese (Taiwan)



The Liberal Arts Way Learning How to Learn January 26, 2018

リベラルアーツの学び方 エッセンシャル版 Hiroshi Segi ISBN 978-4-7993-2210-9 272pages

Having a variety of knowledge is considered a virtue and is also valuable to your life and career.

However, it is difficult to gain access to the wide horizon of knowledge on your own. How can you attain the liberal arts education, especially after college? This book teaches you concrete and practical methods to get the liberal arts education on your own.

The liberal arts education is on demand in the Japanese society. It is the education that provides you with the ability to think independently and be critical. It also has a practical value to discover what is the problem and how to solve it. As the Japanese society becoming less critical, the root of many problems in the society is the lack of liberal arts education. Japan's former judge and law school professor shares his practical technique of learning the liberal arts by yourself.

Business

Introduction.

1. Why liberal arts now?
2. Basic principles of liberal arts education
3. How and where to start your education

- ① Natural science
- ② Social science and humanities
- ③ Arts

Conclusion.

About the author

Mr. Hiroshi Segi is a professor at Graduate School of Law at Meiji University. He graduated from University of Tokyo. He has been a judge for from 1979 to 2012 working at Tokyo District Court as well as Japan's Supreme Court and studied abroad in the U.S.. He holds a wide knowledge about literature, music, movies and manga. He is the author of numerous books.



Predicting the Future through Understanding the Time and Creating Chance

未来予測の技法 Katsuaki Sato ISBN 978-4-7993-2211-6 184pages January 26, 2018

The future is the ocean of exciting possibilities.

However, people often fail to foresee what is coming in the future. The key for success is to adapt to what is going to happen in the rapidly changing world. This book elaborates the skills that imagine the possible future through understanding the bigger picture of the dynamics of the society.

The history has shown us that we often have a wrong grasp of envisioning the future. Without a proper hold to the future, you cannot thrive moving forward. While we can only think about the future from what is already available to us, we should not be thinking about a particular moment of time to understand the bigger picture. The essence for the prediction is to recognize the "patterns." This book will explain how you can read the dynamics of the society to foresee and adopt to the future.

Business

Introduction.

1. Only those who adapted to the future survives
2. Skills to predict the future

Conclusion.

About the author

Mr. Katsuaki Sato is a founding member and President of Metaps Inc. and the Representative of SpaceData Inc.. He found Metaps Inc. when he was an undergraduate student at Waseda University in 2007. In 2011, he started a business project to support the App creators to make profits, which grew to be located in eight different cities all over the world. His company became listed on the Mother's market. He has been selected to be one of the "top ten businesspeople who will save Japan" by Forbes.

Begin with Why and For Whom? General Electronics' Functional Approach

March 25, 2018

「誰のため?」「何のため?」から考えよう Hisaya Yokota ISBN 978-4-7993-2248-2 272pages

When you run into problems in business settings, what is the first thing that comes into your mind? A good starting point leads to a good solution. This is the book that will set you on the right path.

The problem solving skill is the most sought out asset among business people. Way too many books claim to teach you this skill, but they tend to be overcomplicated. It's as simple as it could be with the functional approach. Say, your company has been doing too well recently, and workers stay working overnight every day, overwhelmed by the increasing volume of work. What should we do here? Just hire more people or what? The functional approach pioneered by General Electronics allows you to look deeper into causes of things, rather than fighting surface matters. The question to ask here is: Why and for whom are we doing it? With this book, it could not be easier to understand and practice this ground breaking approach at your work. Transform the way you solve problems.

1. Changing view and mindset
2. Preparation
3. Breaking into parts
4. Idea creation
5. Idea Elaboration
6. Everyday functional approach

About the author

Mr. Hisaya Yokota is the CEO of Functional Approach Research. His pioneering work in the functional approach is well known for its drastic effect on various public infrastructure projects. He has succeeded in reducing the cost for a one billion dollars public project by 2000 million dollars. There is a long wait list of clients seeking to receive consulting from Mr. Yokota.



Business



Education

Raising Children With Happiness Studies July 12, 2018

「幸福学」が明らかにした 幸せな人生を送る子どもの育て方 Takashi Maeno ISBN 978-4-7993-2316-8 288pages

The leading scholar of happiness studies in Japan reveals the secret to raising children that leads to happiness of both parents and children.

We all have our struggles with raising children. Nowadays there are many news in television and newspaper about child abuse and stressed parents.

How can stressed parents raise children in a happy and sustainable way? Happiness studies is one of the answers to that question.

Happiness studies is a science of happiness for human beings, analyzed and developed from a systematic and scientific point of view. It has recently gotten a lot of attention from Japanese major media companies.

Based on the study, sustainable happiness is dependent on the following four factors.

Let's try! Self realization and growth

Thank you! Connection and gratitude

Let it be! Forward thinking and optimism

Just be yourself! Independence and uniqueness

In short, sustainable happiness is achieved by cultivating these four factors.

Based on this method, parents can feel happy and optimistic about raising children. In response, children will feel inspired by parents, and live a happy and wonderful life.

This is the essence of application of happy studies to childbearing.

This book explains how both parents and children can achieve sustainable happiness from an academic point of view of happy studies.

This comprehensive book describes the four factors that are the essences of happiness, case studies and practical problem solving skill, and so on. Theory and practice are extensively covered.

● Happy studies method is recommended for the following cases:

- My children do not want to go to school.
- My children are stressed and obsessed with game and smartphone.
- My children never study
- Troubles between children have developed into troubles between parents
- I am constantly stressed by what others think about me

About the author

The author is a professor of System Design Management at Keio University and a director of Keio University Well Being Research Center. He was born in Yamaguchi, Japan in 1962. He graduated from Tokyo Institute of Technology with a bachelor and masters degree in 1986. After working at Canon Corporation, UC Berkeley, Keio University, Harvard University, he obtained a permanent professor position at Keio University.

His research subjects include human robot interaction, cognitive psychology, neuroscience, ethics, innovation driven education, happy studies. At his Human System Design lab, he conducts research on any subject that is relevant to human happiness. He is also involved in multiple research projects about sustainability, risk management and social value. His books include Why Brain Created Heart, Brain That Makes Mistakes, Introduction to Happiness Studies, Lectures on the Power of the Unconscious, Positive Psychology In Practice and etc.,

