Offering the World's Three Best-known Textbooks on Economics

We want to publish books that help readers learn from the past, acknowledge the present, and focus accurately on the future.

With this approach in mind, our company edits and publishes a hundred and several tens of titles a year. Our line-up targets a broad variety of genres, ranging from specialized texts on economics to educational and self-development books for businesspeople.

Traditionally our roots lie in the publication of textbooks and specialized texts. In addition to works like the Collected Works of John Maynard Keynes, and translated editions of economics textbooks by world's three most prominent economists today—N. Gregory Mankiw, Joseph E. Stiglitz, and Paul Krugman— we publish volumes by leading Japanese economists, management scholars, and practitioners. We were among the first to focus on new fields like behavioral economics, and books on this discipline have won prominent prizes like the Nikkei Prize or Economics Books and the Sanro Prize for Social Sciences and Humanities.

Building on our networks in the economics and business management fields, we also focus on publishing experts’ analyses on current topics and educational books. Especially when there have been major changes in economic conditions, we believe it’s important to publish books containing relevant content, in a timely fashion, to address readers and the changing needs of the times.

In recent years, we have also branched out into areas targeting businesspeople and general readers, or individuals, publishing books on intellectual technology, books on increasing quality of life, and financial books on investment and asset management.

Every year, several of these books become best sellers, and a number of titles have proved to be popular for 10 or more years. No matter what field, choosing topics that resonate with the public and developing good writers is our editorial staff's mission. As we continue to expand our expertise while pursuing separate areas, our goal is to publish books with social significance that are appreciated by readers.

Influential International Intellectual Masterpieces

Translation Works

Pursuing Publishing Business Possibilities

Our company is at the leading forefront of book digitization. Newly published titles are sold and released simultaneously in both print and digital formats, and almost all of our past volumes have been digitized (with author permission).

Toyo Keizai continues to proactively delve into the benefits of using e-books. Books that are normally bound into multiple volumes, for example, can be bundled easily into an e-book, and many best sellers have arisen from this approach.

Furthermore, we may promote the digital version over a paper book, and vice versa, depending on the content. For example, there may be a better response to a book on IT if it’s in digital format, and we are now setting out to set up a system where we can choose the optimum format for presenting different types of content.

Compared to paper books, e-books offer added value in terms of service, but we are working on raising the appeal of regular books, too. For instance, when it comes to textbooks, we offer an Academic Package with e-books and e-learning bundles included, in order to fill each university’s needs.

Recently the presence of new publishing formats, such as POD (Print On Demand) and audio publishing, is steadily increasing. Toyo Keizai continues to branch out into these fields as well.