

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-developmental 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 Krugmanwe 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 Suntory 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.

## **Specialized and General Interest Books**

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 on our expertise while pursuing separate areas, our goal is to publish books with social significance that are appreciated by readers

Our company is at the leading forefront of book digitalization. Newly published

for modern people on how to live

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titles are sold and released simultaneously in both print and digital formats, and almost all of our past releases have been digitalized (with author permission). Toyo Keizai continues to proactively

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

Furthermore, we may promote the digital version over a paper, and vice versa. depending on its content. For example, there may be a better response to a book on IT if it's in digital format, and we are now aiming

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 larger textbooks, we offer an Academy Package with e-books and e-learning bundles included, in order to fill each university's needs.

formats, such as POD (Print On Demand) and audio publishing, is steadily increasing. Tovo Keizai continues to branch out into these fields as well.

## Pursuing Publishing Business Possibilities

Recently the presence of new publishing



ncerning economics, politics, and society.

NAOSU NIHONSHI (Brush Up on Japanese History in No Time) into a single, digital release