

MODERN JAPAN: ORIGINS OF THE MIND

Japanese Traditions and Approaches to Contemporary Life

by **Alexander Prasol** (Niigata University of International and Information Studies, Japan)

"This book is very informative — it gives valuable insight into the Japanese mentality and allows the reader to get a feel for the Japanese way of life. It is highly original and highly recommended. The author's personal observations and interesting examples make this book a particularly enjoyable read for both a general audience interested in modern Japanese life and culture and those who regularly interact with the Japanese: business people, workers in the hospitality and tourism industries, educators, tourists and governmental officials."

Professor Alexander Shnyrko
Head of the Japanese Department
Far Eastern National University

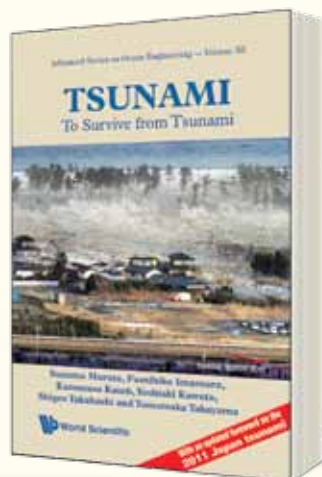
"Dr Prasol's keen insight into the Japanese psyche and of group behavior is impressively accurate, and based upon nearly two decades of living and working in Japan. This book is a vital help to those wishing to gain a better understanding of Japanese culture in the 21st century."

Gregory Hadley
Author of *Field of Spears* and
Professor of English and American Cultural
Studies, Niigata University of International
and Information Studies in Japan

Key Features:

- Written by an experienced scholar, with an MA in Japanese linguistics and a PhD in Japanese history, who has studied the Japanese language and culture for 39 years
- Targeted at a general audience; the language is accessible to all readers
- Consists of numerous examples from modern Japanese life to illustrate the "power influence" of national traditions

384pp July 2010
978-981-4295-63-5 (pbk) £19



Textbook

Advanced Series on Ocean Engineering - Vol. 32
TSUNAMI

To Survive from Tsunami

by **Susumu Murata** (Coastal Development Institute of Technology, Japan), **Fumihiko Imamura** (Tohoku University, Japan), **Kazumasa Katoh** (Musashi Institute of Technology, Japan), **Yoshiaki Kawata** (Kyoto University, Japan), **Shigeo Takahashi** (Port and Airport Research Institute, Japan), & **Tomotsuka Takayama** (Kyoto University, Japan)

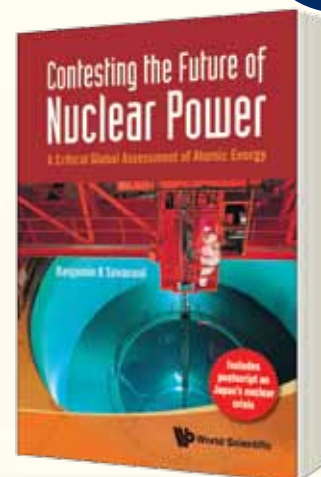
Winner of the Japan Society of Civil Engineers Book of the Year Award 2009

"Even for research engineers in the field of coastal engineering, this book is indispensable for depicting real images of tsunami threat. By reading the book, a researcher will realize the importance of his or her study of tsunami disaster mitigation."

Professor Emeritus Yoshimi Goda
Yokohama National University

This book provides comprehensive scientific information and knowledge-based survival tips on how to survive a tsunami. It is especially useful to those living (or about to live) in tsunami-prone areas, and to travelers who may visit such areas. The book is composed of two parts: the first consisting of three chapters on how to survive a tsunami by (i) describing precious lessons obtained from actual tsunami disasters, (ii) imparting fundamental knowledge of tsunami science for survival, and (iii) listing measures for tsunami disaster mitigation. The second part provides more detailed scientific knowledge on tsunamis and consists two chapters: one describes tsunami occurrence mechanism and near-shore behavior; the other mentions numerical simulation and tsunami forecasting.

316pp October 2009
978-981-4277-47-1 £36
978-981-4277-48-8 (pbk) £20



New Textbook

CONTESTING THE FUTURE OF NUCLEAR POWER

A Critical Global Assessment of Atomic Energy

by **Benjamin K Sovacool**
(National University of Singapore, Singapore)

"Contesting the Future of Nuclear Power provides a badly needed, concise, and comprehensive overview of the reasons why nuclear energy is a deeply flawed policy option. The list of reasons is a long one: accidents, cost overruns, low return on investment, decommissioning costs, terrorism risks, uranium shortages, groundwater contamination, disposal risks, mining hazards, shipping security, centralized bureaucracy, etc. Moreover, for those who wish to portray nuclear energy as a 'green' energy option, Sovacool explodes the green myth by showing that carbon emissions over the life cycle of a nuclear-powered electricity plant are strikingly high, and the trend is for the carbon footprint of nuclear energy to become equivalent to that of electricity from fossil fuels."

David J Hess
Professor
Science and Technology Studies Department,
Rensselaer Polytechnic Institute

"The much-vaunted US nuclear renaissance isn't happening. Contesting the Future of Nuclear Power is a must-read book that explains why that's no surprise."

Joseph Romm
Editor of *ClimateProgress.org* and former US
Assistant Secretary of Energy

Readership: Undergraduate and graduate students in energy policy, environmental studies, science and technology studies, economics and other related courses.

308pp May 2011
978-981-4322-75-1 £46

ORIGAMICS

Mathematical Explorations Through Paper Folding

by **Kazuo Haga** (*University of Tsukuba, Japan*), editor and translator **Josefina C Fonacier** (*University of Philippines, Philippines*) editor and translator **Masami Isoda** (*University of Tsukuba, Japan*)

"This book is lavishly illustrated and easy to follow. Origamics is a great reference for anyone looking for fresh and interesting ways to incorporate discovery into Euclidean geometry classes and will appeal to geometry and paper folding fans of all types."

Mathematical Reviews

"This exciting and surprising book is presented quite differently from classical geometry ... The book is highly recommended to mathematics teachers to give them an alternative approach to high school geometry and (from the Introduction) 'provoking more enthusiasm for mathematics study'."

Zentralblatt MATH

152pp September 2008
978-981-283-489-8 £45
978-981-283-490-4(pbk) £27

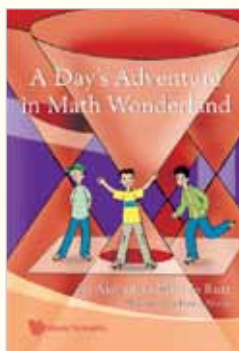
Bestseller

A DAY'S ADVENTURE IN MATH WONDERLAND

by **Jin Akiyama** (*Tokai University, Japan*) & **Mari-Jo P Ruiz** (*Ateneo de Manila University, Philippines*)

Math Wonderland is a museum of interactive mathematical models in Hokkaido, Japan, founded by one of the authors, Jin Akiyama, in 2003. The models in Wonderland help children and young adults discover and experience the wonders of mathematics.

"Although the apparent aim of the museum (and book) is to increase children's interest in mathematics, adults, including professional mathematicians, will also find the work highly entertaining. I greatly enjoyed this work. There was a decent amount of material that was new to me, some of which I'll make use of in undergraduate courses I teach ... I strongly recommend this work to anyone who teaches mathematics from the level of elementary school up through undergraduate."



MAA Online Book Review

244pp April 2008
978-981-281-476-0(pbk) £46

Econometrics in the Information Age: Theory and Practice of Measurement – Vol. 4

MACROECONOMETRIC MODELING OF JAPAN

edited by **Shinichi Ichimura** (*Kyoto University, Japan*) & **Lawrence R Klein** (*University of Pennsylvania, USA*)

This book offers the representative macroeconomic models and their applications for the Japanese economy in different development stages throughout the postwar years up to the present. It presents a summary of three types of macroeconomic models and analyses:

Social accounting analyses of national income and related indices — following the tradition of C. Clark, S Kuznets, R Stone and World Bank Development Reports;

Inter-industrial and inter-regional analyses of the Japanese economy *a la* W Leontief and the CGE (computable general equilibrium) type of applications to Comprehensive Development Plans;

Macroeconomic model building for the Japanese economy and its applications with a survey of various models in Japan, including the historic Osaka University ISER (Institute of Social and Economic Research) model and present day Government models.

As many Asian economies are going through the stages of development that Japan has experienced over the past few decades, this book will be extremely relevant to them and other developing countries as a reference for years to come.

492pp August 2010
978-981-283-461-4 £93

STUDIES ON FINANCIAL MARKETS IN EAST ASIA

edited by **Masayuki Susai** (*Nagasaki University, Japan*) & **Shigeru Uchida** (*Nagasaki University, Japan*)

This book is an important addition to the limited number of books that discuss finance and accounting issues in East Asian countries. While presenting recent empirical studies on finance and accounting in East Asian economies, it also reveals the underlying reasons for remarkable economic growth and emerging performance of the financial markets in the East Asian countries. It introduces newly developed financial products, institutions, governance mechanism, banking policy changes and their implications in the East Asian economies, and discusses the way forward for these economies with recommendations for policy implications. It also contains suggestions for other developing countries trying to achieve rapid growth.



Readership: Researchers, graduate students and academicians interested in financial markets and Asian economies.

188pp March 2011
978-981-4343-36-7 £47

New Textbook

CASE STUDIES IN JAPANESE MANAGEMENT

edited by **Parissa Haghirian** (*Sophia University, Japan*) & **Philippe Gagnon** (*Economist Intelligence Unit, Canada*)

Key Features:

- Constructive teaching notes
- Case studies on contemporary business events in Japan
- Cross-cultural aspects are being discussed
- First English textbook that closely examines these cases

Readership: Students, professionals, researchers and MBA candidates. The book's carefully laid out cases will benefit business and humanities students who are researching Japan, as well as professionals who work within this sphere.

250pp August 2011
978-981-4340-87-8 £37

New Textbook

CURRENT BUSINESS AND LEGAL ISSUES IN JAPAN'S BANKING AND FINANCE INDUSTRY (2nd Edition)

by **Mitsuru Misawa** (*University of Hawaii, USA*)

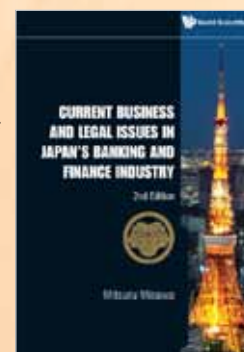
This book is the 2nd edition of the author's earlier book with the same title. It contains additional five chapters that are added to reflect the most recent changes in the economy and law in Japan.

Key Features:

- Features numerous insights into Japanese perspectives on finance, law and business, based on the author's expertise in these areas
- Presents a better understanding of Japanese laws and business practices, which will be of great interest to foreign companies aspiring to be successful in Japan

Readership: Undergraduate and graduate students of business and law schools; business executives and practicing lawyers in international business.

596pp April 2011
978-981-4291-01-9 £68



Japanese Management and International Studies – Vol. 3

JAPANESE PROJECT MANAGEMENT

KPM — Innovation, Development and Improvement

edited by **Shigenobu Ohara** (*Nippon Institute of Technology, Japan*) & **Takayuki Asada** (*Osaka University, Japan*)

In the 1990s, Japanese companies experienced a deflationary recession called the “lost ten years”. To survive the recession, they looked for solutions in the *kaikaku* (innovative reforms) of business management, organizations and technology, whilst struggling to regain their global competitiveness. Successful companies all had one thing in common — they applied a new project management paradigm which this book refers to as Kaikaku Project Management (KPM).

This book provides a comprehensive look at the features of KPM, including its emphasis on creativity and teamwork, its broader “open value system” as opposed to a “closed technical system”, its close links with corporate strategy and human resource development, and the support infrastructure needed for advancing KPM. KPM holds special relevance today as global competition is increasingly reducing the lifecycle of organizations. Managers will find in KPM not only a way to survive the shake-up, but also a framework of value creation for the next generation.

504pp

November 2008

978-981-277-873-4

£113



Japanese Management and International Studies – Vol. 5

BUSINESS PROCESS MANAGEMENT OF JAPANESE AND KOREAN COMPANIES

edited by **Gunyoung Lee** (*Niigata University, Japan*), **Masanobu Kosuga** (*Kwansei Gakuin University, Japan*), **Yoshiyuki Nagasaka** (*Konan University, Japan*), & **Byungkyu Sohn** (*Sookmyung Women's University, Korea*)

Key Features:

- Includes case studies of well-known Japanese and Korean companies such as Matsushita and LG Electronics
- The book demonstrates how to build Business Process Management (BPM) as a holistic management model by addressing the importance of BPM views, the effectiveness of its approach, and the latest research trends.

Readership: Management staff in public and business corporations; academics, researchers and advanced undergraduates and graduate students in management.

188pp

December 2009

978-981-283-860-5

£59



SNOW ON THE PINE

Japan's Quest for a Leadership Role in Asia

by **Kyoko Hatakeyama** (*Macquarie University, Australia*) & **Craig F Freedman** (*Macquarie University, Australia*)

Key Features:

- A comprehensive new approach to Japanese foreign policy
- Case studies creating a clear and systematic explanation of Japan's apparently “exceptional behavior”
- Economic appendix providing a wider context for Japan's foreign policy

Readership: Academics in the fields of political science, international relations, Japanese Studies, political economy; graduate and undergraduate students.

512pp

March 2010

978-981-4289-99-3

£92



Japanese Management and International Studies – Vol. 7

BUSINESS GROUP MANAGEMENT IN JAPAN

edited by **Kazuki Hamada**

(*Kwansei Gakuin University, Japan*)

Key Features:

- Offers a uniquely Japanese perspective on business group management
- Elaborates upon research results and studies of group management in Japan
- Considers various forms of business combination and separation in Japan
- Explores the management methods, such as the evaluation system, segment information, management control system, and organizational learning, in Japanese companies

Readership: Advanced undergraduates, graduates, instructors and researchers in management and management accounting.

268pp

June 2010

978-981-4289-50-4

£68



Advanced Series on Ocean Engineering – Vol. 31

JAPAN'S BEACH EROSION

Reality and Future Measures

by **Takaaki Uda** (*Public Works Research Center, Japan*)

Typically, textbooks on coastal engineering describe only the theoretical fundamentals of the subject, but lack the practical perspectives and field studies. *Japan's Beach Erosion* takes many specific coastal areas as examples, highlighting the various erosion factors which should be avoided globally. This book, which contains many photographs and figures, was first published in Japanese in 2004, and was translated into English by the present author.

Readership: Coastal engineers and general readers interested in beach erosion.

428pp

June 2010

978-981-4277-12-9

£76

Asian Case Research Journal (ACRJ)

Print ISSN: 0218-9275

Online ISSN: 1793-6772

The Asian Case Research Journal is dedicated to the understanding of business in Asia. The economies of many Asian countries have been the subject of recent attention, with much of the focus on macro-economic conditions. Yet little is known about the business environment at the micro-level. To this end, information found in the cases on Asian companies and/or MNCs operating in the Asia-Pacific helps to redress this imbalance by showcasing Asian firms and the issues related to doing business in the Asian milieu. Researchers on Asian business will find the Journal a useful resource for understanding Asian companies.



