

# Books by Yoshitaka Kitao, Representative Director, President & CEO



**Correcting the Abuses of the Times**  
Keizai Co., Ltd.  
November 2013



**Be a True Japanese - Reflections on Sazo Idemitsu**  
ASA Publishing Co., Ltd.  
October 2013



**Learn from the Ancient Sages**  
Keizaikai Co., Ltd.  
November 2012



**When Confounded in Business, Analects Point the Way**  
Asahi Shimbun Publication Inc.  
August 2012



**The Tailwind Behind Japan's Economy**  
Sankei Shinbun Syuppan Co., Ltd.  
June 2012



**Applying the "Analects of Confucius" in Business**  
Chichi Publication Co., Ltd.  
May 2012



**Yoshitaka Kitao's Management Dialogue**  
Kosaido Publishing Co., Ltd.  
March 2012



**Understanding the Times**  
Keizaikai Co., Ltd.  
November 2011



**The Lessons of Shinzo Mori for Nurturing Human Fortitude**  
Chichi Publication  
February 2011



**Penetrating Insight**  
Keizai Co., Ltd.  
November 2010



**The Meaning of Life**  
Kodansha Ltd.  
August 2010  
Co-authored with Takeshi Natsumo



**Notes on Masahiro Yasuoka**  
Chichi Publication  
December 2009



**Change Will Be, When Things Are at Their Worst**  
Keizaikai Co., Ltd.  
October 2009



**Yoshitaka Kitao's Business Management Lecture**  
KIGYOKA NETWORK  
June 2009



**Think Big, Don't Be the Little Guy**  
Chichi Publication  
January 2009



**Reading the Times**  
Keizaikai Co., Ltd.  
August 2008



**Japanese Wisdom and Power**  
PHP Research Institute  
(CN) Fudan University Press  
April 2011



**Proverbs of Sages and Renowned Executives Who Overcame Adversity**  
Asahi Shimbun Publication Inc.  
(CN) Tsinghua University Press  
December 2009



**Why Do We Work?**  
Chichi Publication  
(KR) Joongang Books  
March 2007



**The SBI Group Vision and Strategy: Continuously Evolving Management**  
Toyo Keizai Inc.  
(EN) John Wiley & Sons, Inc.  
(CN) Tsinghua University Press  
October 2005



**"Mysterious Powers" Gained from Chinese Classics**  
Mikasa Shobo Co. Ltd.  
(CN) Peking University Press  
July 2005



**Developing Character**  
PHP Research Institute  
(CN) World Affairs Press  
April 2003



**Universal Management, Growth Management**  
PHP Research Institute  
(KR) Dongbang Media Co. Ltd.  
(CN) World Affairs Press  
October 2000



**Challenges of E-Finance II**  
Toyo Keizai Inc.  
(KR) Dongbang Media Co. Ltd.  
April 2000



**Challenges of E-Finance I**  
Toyo Keizai Inc.  
(CN) The Commercial Press  
(KR) Dongbang Media Co. Ltd.  
December 1999



**"Value-Creation" Management**  
Toyo Keizai Inc.  
(CN) The Commercial Press  
(KR) Dongbang Media Co. Ltd.  
December 1997

(EN): In English translation (CN): In Chinese translation (KR): In Korean translation