

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



**Practical FinTech (Magazine)**  
Nikkei Publishing Inc.  
December 2017



**Enlightenments from Ancient Sages' Wisdom**  
Keizaikai Co., Ltd.  
October 2017



**Learning Practical FinTech from Successful Companies**  
Nikkei Publishing Inc.  
(EN) John Wiley & Sons, Inc.  
(CN) Fudan University Press  
(KR) News1  
(VN) ThaiHaBooks JSC  
March 2017



**An Encouragement of Self-cultivation**  
Chichi Publishing Co., Ltd.  
December 2016



**Daily Reawakening**  
Keizaikai Co., Ltd.  
November 2016



**Realizing Yourself through Self-cultivation**  
Keizaikai Co., Ltd.  
November 2015



**The Essence of the Words of Masahiro Yasuoka**  
PRESIDENT Inc.  
July 2015



**Using Knowledge of the Jikkan and Junishi to Create Good Fortune**  
Chichi Publishing Co., Ltd.  
December 2014



**Revitalizing Lives**  
Keizaikai Co., Ltd.  
(VN) ThaiHaBooks JSC  
November 2014



**Correcting the Abuses of the Times**  
Keizaikai 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 Shimbun Publications Inc.  
June 2012



**Applying the "Analects of Confucius" in Business**  
Chichi Publishing 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 Nurturing Human Fortitude**  
Chichi Publishing Co., Ltd.  
February 2011



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



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



**Notes on  
Masahiro Yasuok**  
Chichi Publishing Co., Ltd.  
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 Publishing Co., Ltd.  
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



(Post edition)



**Why do We Work?**  
Chichi Publishing Co., Ltd.  
(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



(Pocket edition)



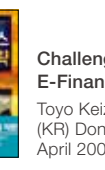
**"Mysterious Powers"  
Gained from  
Chinese Classics**  
Mikasa Shobo Co., Ltd.  
(CN) Peking University Press  
July 2005



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



**Universal Management,  
Growth Management**  
PHP Research Institute  
(CN) World Affairs Press  
(KR) Dongbang Media Co. Ltd.  
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 (VN): In Vietnamese translation