

**Books by Yoshitaka Kitao, Representative Director, Chairman, President & CEO**



**A Virtuous Cycle of Connections and Goodwill**  
ZAIKAI Co., Ltd.  
April 2024



**Cultivating the Heart**  
ZAIKAI Co., Ltd.  
April 2023



**An Encouragement of the Study of Humanity**  
Chichi Publishing Co., Ltd.  
December 2022



**Learning from Great Men**  
ZAIKAI Co., Ltd.  
April 2022



**Nourish the Mind**  
ZAIKAI Co., Ltd.  
April 2021



**The Challenges for Regional Revitalization**  
KINZAI Corp.  
January 2021



**Creating Future with 5-ALA**  
PHP Institute, Inc.  
November 2020



**Cleansing One's Mind**  
Keizaikai Co., Ltd.  
October 2019



**Management through Challenges and Evolution**  
GENTOSHA INC.  
June 2019  
(KR) Maeil Business Newspaper June 2020  
(EN) One Peace Books, Inc. December 2020



**The Cryptocurrency Revolution Starts Now!**  
SB Creative Corp.  
November 2018



**Opening the Mind's Eye**  
Keizaikai Co., Ltd.  
October 2018



**Practical FinTech (Magazine)**  
Nikkei Publishing Inc.  
(now Nikkei Business Publications, Inc.)  
December 2017



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



**Learning Practical FinTech from Successful Companies**  
Nikkei Publishing Inc.  
(now Nikkei Business Publications, 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 Publications 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 for Nurturing Human Fortitude**  
Chichi Publishing Co., Ltd.  
February 2011



**Japanese Wisdom and Power**  
PHP Institute, Inc.  
(CN) Fudan University Press  
April 2011



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



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



**The Entrepreneurship Textbook: Qualities and Skills for the Next Generation of Leaders**  
Toyo Keizai Inc.  
July 2010



**Notes on Masahiro Yasuoka**  
Chichi Publishing Co., Ltd.  
December 2009



**Proverbs of Sages and Renowned Executives Who Overcame Adversity**  
Asahi Shimbun Publications Inc.  
(CN) Tsinghua University Press  
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.  
September 2008



**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



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



**Developing Character**  
PHP Institute, Inc.  
(CN) World Affairs Press  
April 2003



**Universal Management, Growth Management**  
PHP Institute, Inc.  
(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