

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



In Search of Truth, Goodness, and Beauty
ZAIKAI Co., Ltd.
June 2025



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



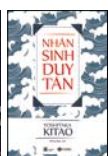
Realizing Yourself through Self-cultivation
Keizaikai Co., Ltd.
November 2015



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



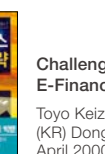
**"Mysterious Powers"
Gained from
Chinese Classics**
Mikasa Shobo Co., Ltd.
(CN) Peking University Press
July 2005



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