

Publishing Japan: A Visual Observation of English-Language Publications Related to Japanese Studies¹

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This paper studies English-language publications related to the subject of Japanese Studies through visual observation and collection of brochures on display at a major field conference—the combined Association of Asian Studies (AAS) and International Convention on Asian Studies (ICAS) conferences in Hawaii from 30 March 2011 to 3 April 2011. While there are existing studies especially in English-language trade magazines on general developments in the publishing industry related to Japanese Studies, case studies examining book offerings in field-specific major conferences are comparatively fewer. In carrying out the observation studies for this paper, I had three goals in mind. First, I wanted to survey English-language academic booklists related to Japanese Studies currently available for a global readership, including students and scholars located outside Japan. Second, I am keen to examine two major publishing platforms for Japanese Studies-related materials — Japan’s indigenous publishing industry producing English-language academic books in Japanese Studies for an international audience and the global English-language academic publishing industry — as major producers of knowledge about Japan. Third, in studying latest offerings from major academic publishers in the English language, I surveyed brochures and pamphlets collected at a major Asian Studies international conference. The implications of the study provide some insights into issues related to dominance by major publishers in the industry, the entry of new media into the industry and a diversity of sub-topical themes within Japanese Studies as a whole. It does not pretend to be comprehensive but rather provide some perspectives for further discussions and follow-up studies.

Keywords: publishing, Japanese Studies, publishing industry, dominance of publishers

INTRODUCTION

In this study, I had three main objectives in mind. First, I wanted to survey English-language academic booklists related to Japanese Studies currently available for a global readership, including students and scholars located outside Japan. I was also interested in looking at the industry from the perspective of buyers of textbooks and monographs who want to learn more about the subject matter by taking courses in the universities or conducting research in the field. Second, I am keen to examine two major publishing platforms for Japanese Studies-related materials — Japan's indigenous publishing industry producing English-language academic books in Japanese Studies for an international audience and the global English-language academic publishing industry — as major producers of knowledge about Japan. I am keen to look at the trends in both industries since they represent different characteristics in terms of

product offerings and organizational structures (Table 1). I will also discuss how their differences make it challenging to do any comparative studies. These ideas will be discussed in greater details in the main body of the text.

Third, in studying latest offerings from major academic publishers in the English language, I surveyed brochures and pamphlets collected at a major Asian Studies international conference. I located these materials at an inaugural conference co-organized by the Association of Asian Studies (AAS) and the International Convention on Asian Studies (ICAS). Both are important international outfits promoting Asian Studies in the US (AAS) and Europe (ICAS), respectively. Through this process, I am keen to detect sub-topical publishing trends in the discipline of Japanese Studies.

With the above objectives in mind, I searched for a suitable publication venue for this article. First, the publication venue should have marketing perspectives as one of its main focus and can also accommodate empirical case studies. Second, the

Table 1

Product Offerings, Organizational Structures and Topical Contents of the Japanese Publishing Industry and English-Language Academic Book Publishing

Items examined in the paper	Japanese publishing industry	English-language academic book publishing
Number of English-language books	Comparatively smaller	Global readership
Organizational structure of the industry	Dominated by large firms with a variety of small family-owned firms to large conglomerates	Dominated by large firms with a variety of small family-owned firms to large conglomerates
Topical contents related to Japanese Studies publications in the English language	Decline in traditional Japanology subjects and continued strength in topics reflecting the strength of the Japanese economy. <i>Manga</i> (Comics), other commercial trade publications and translated volumes dominate the publishing industry overall.	A wide variety of topics in social sciences, humanities, and business/management. Historical titles related to the Pacific War remains strong, along with contemporary subject matter like popular culture.

journal should also have an interest in area studies perspectives such as those of Japanese Studies. Third, because I am writing on publication titles and distribution of products related to social sciences/humanities (the usual classification for Japanese Studies), I am keen to submit it to a journal that interfaces between social sciences and business topics. With these three criteria in mind, I found the ideal submission platform in *DLSU Business and Economics Review*, which supports the contents and the subject matter of the paper's topic. To confirm compatibility with the journal's aims, I went through some sample articles in the journal and noticed the inter-disciplinary flavor of some selected writings as well as area-specific articles.

LITERATURE REVIEW

English-Language Publications in Japan

In writing a literature review for this paper, a difficulty I came across was the lack of existing literature studying English-language academic publications related to the discipline of Japanese Studies. I referred mainly to academic articles and specialized trade magazines for this purpose. An anonymous review process for journal submission in mid-2012 for the first draft of this paper (dated mid-2011) suggested referring to online sources for more information. I found this review comment useful and went back to conduct further online research and managed to review 11 more online references for discussion in this paper.

There were other limitations as well. In studying the Japanese publishing industry, I am cognizant of the fact that English-language academic books related to Japanese Studies are not a major component of the publishing industry in Japan as the domestic market focuses mainly on Japanese-language products. However, because the paper's focus is on the global readership, including consumers located outside Japan, understanding consumption trends in English-language books on Japanese Studies

remain relevant. Even bilingual readers who can access both Japanese and English-language publications are likely to consume English-language publications in acquiring knowledge about Japanese Studies.

During the research stage, I also discovered that the Japanese academic publishing industry is not clearly differentiated from its trade counterparts compared with Western publishers where the lines between trade and academic publishers are clearer. Instead of this division, Brian Moeran (2010, pp. 10-11) suggested that the main categorization in the Japanese publishing industry is between book publishers and magazines publishers that also produce books (including those read on mobile phone [*keitai*] platforms). The magazine publishing industry falls outside the scope of this paper, which focuses on academic books/monographs/textbooks/edited volumes.

One important observation related to the English-language publishing industry² in Japan is its relatively small size within the book sector while the translation industry (8-10% of all books publications in Japan are translated) is conversely larger (Japan Book Publishers Association [JBPA], 2010). In other words, the number of books translated from foreign languages to Japanese is thriving while those that are written in English or translated into English in Japan itself are a comparatively smaller component of the publishing industry. To obtain statistics on the Japanese publishing industry, I turned to one of the most important primary sources of information on English-language books published in Japan, which is the annual series "An Introduction to Publishing in Japan" released by the Japan Book Publishers Association (JBPA). According to the latest issue at the point of this writing, popular themes for English-language literature published in Japan include *kabuki* (a genre of traditional Japanese theater), *noh* (a form of Japanese play), *ikebana* (flower arrangement), *sado* (tea ceremony), Japanese classical and modern literature, Japanese business, Japan society, and Japanese language (JBPA, 2012,

Chapter 4). The JBPA (2010) indicated that 70% of the publications (outside publication for kids) are translated from the English language books originating from Great Britain and the United States. On the whole, the publishing business in Japan is dominated by commercial books such as the *manga* or comics publishing sector that makes up 25% of total book sales, according to a Japan External Trade Organization (JETRO) (n.d.) report (data as of 2006).

As for the academic sector, Chen and Wang's (2008, p. 36) study indicated that the number of academic monographs on Japan between 2000 and 2005 was 1,854 with a trend towards numerical decline in 2003 and 2004. The study noted that monograph output experienced a numerical peak in 2005, surpassing previous bumper years (Chen & Wang, 2008, p. 36). As far as I know, there are no readily-available statistics on English-language academic books specific to Japanese Studies that are published in Japan. The JBPA (2012) mentioned some trends in this area but did not provide quantitative indicators. For example, JBPA's (2012) latest report pointed out some trends of slower growth for certain genres of books on Japan. According to the Association, a number of popular Japan-centric publications in the 1980s and 1990s in the fields of Japanese literature, history, and culture and books related to the topic of "Japanology" or a traditional approach to Japanese Studies have turned out with fewer new titles in recent years. Besides books on Japan's traditional arts and customs, JBPA (2010) also indicated that English-language books typically in demand by consumers are those related to Japan's commerce/trade, society, and linguistics because they remain relevant to Japan's economic influence in the world.

The domination of commercial trade products and the ambiguity in differentiating between trade and academic books published in Japan create challenges for estimating the size of the industry. In trying to distinguish trade and academic products, it is unclear if benchmarks used for book classification in Japan are similar to those in the West for English-language publications. Similarly,

there are also difficulties in classifying books related to Japanese Studies found in the global English-language publishing industry. The field of Japanese Studies tends to be included under "East Asian Studies" in North America while it is a separate and distinct discipline in major state universities in East Asia. Consequently, statistics on "East Asian Studies" publications are available in North American studies but one may have to try to differentiate books directly related to Japanese Studies from other publications on East Asian Studies (such as those focusing on Korea and China).

Book Distribution Structures in Japan

To understand how books on Japanology or Japanese Studies are distributed in Japan and globally, I turned to literatures related to the unique book distribution structures found in Japan-based, as well as the global English-language, publishing industries. The former is discussed first. In their company mottoes and slogans, Japanese booksellers deny that profit-making is their main objective. For example, Maruzen is keen on the "promotion of the civilization and the culture of Japan" and Kinokuniya argues that management is "not based on commerce but agriculture" (Miyamoto & Whittaker, 2005, p. 16). They practice a symbiotic relationship with publishers and distributors based on non-profit goals such as supporting national priorities in improving reading habits and hosting book events (Miyamoto & Whittaker, 2005, p. 16). The cooperative relationship extends to the triangle of publisher, distributors, and booksellers with distributors providing credit and advances to booksellers on a needs basis and publishers work with distributors and booksellers on the efficient distribution of their products. Because of their closely-knit relationship, some question if the interdependent structures of distributors/publishers/booksellers constitute a *keiretsu* (referring to a business organizational structure which consists of inter-linked companies with mutual cross-holdings and sometimes close

supplier-customer relationships). The report authored by Rudiger Wischenbart (2010) in the influential publishers' magazine *Publisher Weekly (PW)* cited major Japanese publisher Shogakukan as an example of a *keiretsu* because it belongs to the much larger Hitotsubashi Group, along with another major publisher Shueisha.³ The Hitotsubashi Group is a highly integrated conglomerate with cross-shareholdings amongst its component members, which have close commercial and trade ties (Wischenbart, 2010). Structurally, the Hitotsubashi Group, which owns Shogakukan and Shueisha, resembled a *keiretsu* but operationally, not enough information about it is available to evaluate their operations and determine whether they fit with typical *keiretsu* *modus operandi*.

In the operational aspect, Takahiro Endo and Hidemasa Nakamura (2011, p. 12) informative study of *keiretsu* retailers revealed that *keiretsu* retailers had the following features: they tend to designate product prices of items found in their inventory and did not require unconditional returns of unsold inventory. Close ties through constant strengthening of strategic ties enabled *keiretsu* member companies to spread out risks in trade and commercial ventures while new sources of income are utilized for business expansion (Endo & Nakamura, 2011, p. 12). Within the closely-knit ties, Endo and Nakamura (2011, p. 9) also noted that Japanese book distributors tended to pre-determine the mix of products destined for booksellers based on sales volume (especially bestselling trade books and periodicals). Within the group, distributors exert influence on retailers to standardize the selling prices of publications and conditions of no-hassle returns. While most of the publishers are smaller scale family-owned business, the major force in book distribution in Japan lies in the hands of mainly two companies. About 70% of distribution of English books in Japan rests with a handful of distributors that reach out nationally (Nagata, 2010). In addition to dominance by a handful of book distributors, according to Miyamoto and Whittaker (2005, p. 10), most of the small and medium-sized (SMEs)

booksellers are associated with either Nippan or Tohan wholesalers and there is an overwhelming concentration of the distribution mechanisms in Tokyo. Out of the 40 wholesalers in Japan, Nippan and Tohan make up 80% of overall sales volume while also providing credit for smaller-scale booksellers (thus playing an important financial function) and, with the departure of more small and medium scale distributors in Japan, Nippan and Tohan grow stronger in market shares (Miyamoto & Whittaker, 2005, pp. 11, 13).

There are not enough studies on whether publishing firms in Japan reach dominance purely through market forces or through state assistance or receiving support from other funding institutions. Their dominance is also received with mixed opinions. Teruo Shimomura (n.d., p. 2) argued that dominance by two large firms is detrimental to smaller scale distributors and even resulted in the insolvency of less dominant retailers like Suzuki-Shoten. On the other hand, the JBPA (2010) and Miyamoto & Whittaker (2005) argued that the smaller sizes of Japanese book publishers and distributors set limitations on certain important bookselling, production, and distribution functions such as creating large databases, competing against larger Anglo-American publishing groups and databases, and/or having lower financial resources for business activities.

Japan is not unique in having structures characterized by dominance of large firms. Globally, according to Chen and Wang (2008, p. 36), publishers with 10 or more monographic outputs make up approximately 50% of the overall numbers of monograph publications on East Asian Studies. For example, in 2005, 22 out of 325 publishers had an output of 10 or more monograph publications; and out of 22, 10 of them are university presses which had 174 publications while commercial presses had 229 (Chen & Wang, 2008, pp. 36-37).

Libraries remain the main customer base for academic books. For the Japanese publishing industry, it represents an important market to make up for declining sales to individuals and

bookshops. A variety of reasons for the decline is offered by the media and commentators. Some argue that printed books remain out of touch with a fast-moving society used to instant products, instant ramen, *conbini* (convenience stores), and most importantly, internet access, services, consumption, and offerings (Ashby, 2002). In 2002, another reason cited by Madoka Hanajiri (2003, p. 52) for the overall dip in book sales is Japan's post-bubble recessionary economy leading to lower average household incomes and corresponding lower sales. To arrest such declining trends, Miyamoto and Whittaker (2005, pp. 7, 21) argued that there is an emerging practice of visiting libraries and used book stores in a bid to understand the consumers' reading habits and some of these used booksellers have turned to e-commerce to make direct sales to customers. All these developments cause a disruption in the system where distributors are by-passed. Regardless of direct sales techniques, some readers have simply given up the idea of buying books altogether and moved towards borrowing books from the public and academic libraries instead.

Domestically within Japan, increasing usage and awareness of English-language materials in Japan's university libraries was a suggested solution to encourage English-language book readership as well as books consumption in general. Matsubara, Kondo, Suzuki, Kawamura, and Katsura's (2009, p. 125) important study of university libraries' web pages in English suggested Japanese tertiary institutions and varsities can also try to improve the management of digital archives, organization of media materials and recently-acquired academic journals by supporting research for fine-tuning their English-language web pages. Matsubara et al. (2009, p. 125) argued that one way to do this is to hire or train more human capital who are equally conversant in the English language as well as IT-skilled, and if this is not possible, to subcontract such services to providers overseas or locally. Language issues are not only faced by Japan-based libraries alone. Kamada (2002,

p. 125) argued that managing a specialized East Asian (or Japanese Studies) library section or collection in North America needs technical personnel well-versed in the languages of the region, especially for applying to information technology and referencing work in the library.

Besides applying IT technologies for library work, IT also represents the next frontier of publishing trends. Moving on to electronic publishing may be the most important current trend in the industry. In this sector, there are mixed results. According to JBPA (2010), digital academic journals in Japan are relatively small in number by comparison to the West due to the size of the Japanese language-specific market and the comparatively smaller investment capacities of Japanese academic publishers. The lower financial strength of Japanese publishers, according to Miyamoto and Whittaker (2005, p. 1), may be due to the fact that Japanese publishers are not part of larger outfits like their Anglo-American counterparts and instead take the form of family-owned enterprises. To work with such challenges in the academic digital publication sector, reformation had been taking place. Since 2005, large-scale booksellers like Maruzen have also retooled themselves to supply high value service products to tertiary institutions and libraries (Miyamoto & Whittaker, 2005, p. 21). By comparison, however, things are more positive in the trade book area within the e-publishing industry. According to a Japan Times report by Nagata (2010), Japan's e-book industry hits 57.4 billion yen in 2009 and is projected to reach 130 billion yen by 2014. The expansion may also witness diversification of e-reading platforms from tablets and other digital readers to mobile phones and other devices. The e-publishing/e-books sector and the use of IT in bookselling in Japan may ironically receive a boost from conditions that have adversely affected their print counterparts. Recessionary conditions may have forced some distributors to rethink the idea of non-profit orientation but it does not detract from the unique collective mutual self-help structure found in sales and distribution. Since 2005,

recessionary conditions have compelled Japanese distributors to become leaner by upgrading digital and information technology facilities that include logistics and storage to help independent smaller-scale bookshops cope with the challenges of internet direct sales (e-commerce) and catch up with the IT systems found in national chain-store booksellers (Miyamoto & Whittaker, 2005, p. 21).

In summary, the abovementioned literatures indicated three important characteristics of the Japan-based publishing industry for English-language academic books. Its output is more productive in the trade commercial sector compared with the academic counterpart. Secondly, the industry is dominated by major publishers in the industry. Third, there are challenges in classifying Japanese Studies publications with precision. The next section will examine trends in the global industry on the same subject matter.

THE GLOBAL INDUSTRY – OBSERVATIONS AT A MAJOR ASIAN STUDIES CONFERENCE

To have an idea of the recent topical trends in English-language books related to the study of Japan, Japanology, and Japanese Studies from a global perspective, I made an observation at a major academic conference. The AAS and ICAS historically combined resources to host one of the largest academic conferences on Asian Studies. I attended the one in Hawaii from March 30, 2011 to April 3, 2011. Some estimates of the turnout, which I overheard at the conference, placed the number of participating scholars at a rough estimate of between 4,500-5,500 people. The numbers apparently fluctuated depending on whether one based their estimations on the eventual turnout or the number of people registered. After the event, according to the statistics provided by

Table 2

Minimum Number of Publications of Each Subject Area at the Conference

Subject area	Minimum number of publications at the conference
Medieval Japan history	At least five titles
Sino-Japanese relations	At least two titles
Religion in Japan	At least six titles
Japan's national security or/and military	At least four titles
Japan's language/linguistics	At least seven titles
Japan's minorities	At least five books
Japanese literature	At least four books
Korea/Koreans and Japan	At least two publications
WWII/Pacific War	At least nine books
US-Japan relations	At least five publications
Popular culture	At least four books
Biographical publications	At least five
Gender	At least six titles
Visual and performing traditional art	At least nine titles
Science and technology	At least three titles
Business/economics/trade/management	At least seven titles

AAS, there were 5002 participants, including 277 individuals who registered onsite, 310 exhibitors and 4415 pre-registered guests (AAS, 2011). Some participants at the conference cited external economic factors, conference budget considerations, occurrences of natural disaster, distance, and timing of the conference.

The book publishers' exhibit was located in the ground-level exhibition hall. I was asked to assist with manning a booth administratively in this hall. On a daily basis, I collected brochures from the publishers' booths and the white-clothed table located at the entrance of the hall. At the AAS/ICAS conference, University of Hawaii, Harvard, Cambridge, University of California Press, Duke University Press, Routledge, and Stanford University Press had some of the more prominent booths in the hall and the most numerous social sciences/humanities titles in the publishers' exhibit hall. From the brochures collected from these major important publishers, I did a physical count of books related to the following Japanese Studies or the study of Japan. The information is summarized in the Table 2.

Smaller, non-university press academic publishers were also present at the event. At the conference hall, Cambria press had an attractive range of offerings including Diaspora studies related to Japanese Studies (*Japanese and Nikkei at Home and Abroad: Negotiating Identities in a Global World*) and demographic studies (*Japan's Shrinking Regions in the 21st Century* by Peter Matanle and Anthony S. Rausch). There were also strong humanities offerings including *The Demimonde in Japanese Literature* by Cynthia Gralla and *Nanyo Orientalism: Japanese Representations of the Pacific* by Naoto Sudo. A pre-modern historical-era scholarly work could also be found in the form of *The Sakoku edicts and the Politics of Tokugawa Hegemony* by Michael S. Laver. By comparison, World Scientific⁴ highlighted social sciences and business-related Japanese Studies titles. World Scientific introduced its new political science/international relations-related title *Snow on the Pine: Japan's Quest for a Leadership Role in Asia* by Kyoko Hatakeyama

and Craig F. Freedman (Macquarie University, Australia) and *New Dynamics Between China and Japan in Asia* edited by Guy Faure (CNRS, France). Another social science title was *The Japanese Economy in Retrospect: Selected Papers* by Gary R. Saxonhouse (in 2 volumes), co-edited by Robert Stern (University of Michigan, USA), Gavin Wright (Stanford University, USA) and Hugh Patrick (Columbia University, USA).

Some selected book series were also featured in this event. The series on innovation, technology, and knowledge management by World Scientific concentrated mostly on business management and included one comparative work with Korean case studies. It featured *Japanese Cost Management* by Yasuhiro Monden (University of Tsukuba, Japan), *Business Process Management of Japanese and Korean Companies* edited by Gunyung Lee (Niigata University, Japan), Masanobu Kosuga (Kwansei Gakuin University, Japan), Yoshiyuki Nagasaka (Konan University, Japan) and Byungkyu Sohn (Sookmyung Women's University, Korea), *M&A for Value Creation in Japan* edited by Yasuyoshi Kurokawa and *Japanese Project Management: KPM – Innovation, Development and Improvement* edited by Shigenobu Ohara (Nippon Institute of Technology, Japan) and Takayuki Asada (Osaka University, Japan). At the exhibition, World Scientific also displayed case studies like *The Success of 7-Eleven Japan* by Akira Ishikawa and Tai Nejo and ongoing series like *Japanese Project Management* as part of a series by Monden *Institute of Management: Japanese Management and International Studies*. Another series that World Scientific manages is *Econometrics in the Information Age: Theory and Practice of Measurement* and its fourth volume featured in the latest brochure was *Macroeconometric Modeling of Japan* edited by Shinichi Ichimura (Kyoto University) and Lawrence R. Klein (University of Pennsylvania, USA).

A survey and summary of titles on display at the event is detailed in the Table 3.

Table 3*Summary of Titles⁵ Displayed During the Asian Studies Conference 2011*

Title	Author/Editor	Publisher
<i>Japanese and Nikkei at home and abroad: Negotiating identities in a global world</i>	Nobuko Adachi	Cambria
<i>Nanyo-Orientalism: Japanese representation of the Pacific</i>	Naoto Sudo	Cambria
<i>Japan's shrinking regions in the 21st century</i>	Peter Matanle and Anthony S. Rausch	Cambria
<i>The Sakoku edicts and the politics of Tokugawa hegemony</i>	Michael S. Laver	Cambria
<i>The demimonde in Japanese literature</i>	Cynthia Gralla	Cambria
<i>Snow on the pine: Japan's quest for a leadership role in Asia</i>	Kyoko Hatakeyama and Craig F. Freedman	World Scientific
<i>Japanese cost management</i>	Yasuhiro Monden	World Scientific
<i>Business process management of Japanese and Korean companies</i>	Gunying Lee (Niigata University, Japan), Masanobu Kosuga (Kwansei Gakuin University, Japan), (Yoshiyuki Nagasaka, Konan University, Japan) and Byungkyu Sohn (Sookmyung Women's University, Korea)	World Scientific
<i>The Japanese economy in retrospect: Selected papers</i>	Gary R Saxonhouse (in 2 Volumes) edited by Robert Stern (University of Michigan, USA), Gavin Wright (Stanford University, USA) and Hugh Patrick (Columbia University, USA).	World Scientific
<i>Japanese project management: KPM – Innovation, development and improvement</i>	Shigenoby Ohara (Nippon Institute of Technology) and Takayuki Asada (Osaka University, Japan)	World Scientific
<i>The success of 7-Eleven Japan</i>	Akira Ishikawa (Aoyama Gakuin University) and Tai Nejo	World Scientific
<i>M&A for value creation in Japan</i>	Yasuyoshi Kurokawa (Senshu University)	World Scientific
<i>New dynamics between China and Japan in Asia</i>	Guy Faure (CNRS, France)	World Scientific
<i>Energy efficiency in Japan</i>	Agung Wicaksono	ISEAS
<i>Japanese-trained armies in Southeast Asia</i>	Joyce Lebra	ISEAS
<i>The Indian national army and Japan</i>	Joyce Lebra	ISEAS
<i>Evolution of ASEAN-Japan relations</i>	Sueo Sudo	ISEAS

Table 3. Summary of Titles Displayed During the Asian Studies Conference 2011

Title	Author/Editor	Publisher
<i>The art of the gut: Manhood, power and ethics in Japanese politics</i>	Robin M. LeBlance	Not stated in the ICAS newsletter (only picture of cover shown)
<i>Japan's motorcycle wars</i>	Jeffrey W. Alexander	University of Hawaii
<i>Soto Zen in medieval Japan</i>	William M. Bodiford	University of Hawaii
<i>Japan and the League of Nations</i>	Thomas W. Burkman	University of Hawaii
<i>Japan to 1600</i>	William Wayne Farris	University of Hawaii
<i>Japan's medieval population</i>	William Wayne Farris	University of Hawaii
<i>Faith and power in Japanese Buddhist art, 1600-2005</i>	Patricia Jane Graham	University of Hawaii
<i>Remembering the kanji, Vol. 1-3</i>	James W. Heisig	University of Hawaii
<i>From Okinawa to the Americas</i>	Akiko Yamagawa Hibbett	University of Hawaii
<i>Writings of Nichiren Shonin Vol. 5-6</i>	Kyotsu Hori	University of Hawaii
<i>Fundamentals of Japanese grammar</i>	Yuki Johnson	University of Hawaii
<i>How scrutable are the Japanese!</i>	Eiichi Kawata	University of Hawaii
<i>The ideology of kokugo</i>	Lee Yeounsuk	University of Hawaii
<i>Japan's frames of meaning</i>	Michael F. Marra	University of Hawaii
<i>Hokkeji and the reemergence of female monastic orders in premodern Japan</i>	Lori Meeks	University of Hawaii
<i>The Kiso road</i>	William E. Naff	University of Hawaii
<i>A Japanese Robinson Crusoe</i>	Jenichiro Oyabe	University of Hawaii
<i>Shin Buddhism</i>	Richard K. Payne	University of Hawaii
<i>The Okinawan diaspora in Japan</i>	Steve Rabson	University of Hawaii
<i>Since Meiji</i>	J. Thomas Rimer	University of Hawaii
<i>Voices from Okinawa</i>	Frank Stewart	University of Hawaii
<i>Death and afterlife in Japanese Buddhism</i>	Jacqueline Stone	University of Hawaii
<i>Ainu spirits singing</i>	Sarah M. Strong	University of Hawaii
<i>Modanizumu</i>	William J. Tyler	University of Hawaii
<i>Koreo-Japonica</i>	Alexander Vovin	University of Hawaii
<i>Pragmatics Japanese as native and target language</i>	Gabriele Kasper	University of Hawaii
<i>Takeuchi Yoshimi</i>	Richard F. Calichman	University of Hawaii
<i>The last Biwa singer</i>	Hugh De Ferranti	University of Hawaii
<i>New chronicles of Yanagibashi and diary of a journey to the West</i>	Matthew Fraleigh	University of Hawaii
<i>Kitahara Hakushu</i>	Margaret Benton Fukusawa	University of Hawaii
<i>Five plays by Kishida Kunio</i>	David G. Goodman	University of Hawaii
<i>Japan's Renaissance</i>	Kenneth Alan Grossberg	University of Hawaii
<i>Japan in the Muromachi age</i>	John Whitney Hall	University of Hawaii
<i>Defending the Japanese state</i>	Peter J. Katzenstein	University of Hawaii

Table 3. Summary of Titles Displayed During the Asian Studies Conference 2011

Title	Author/Editor	Publisher
<i>Japan's national security</i>	Peter J. Katzenstein	University of Hawaii
<i>Ankoku Buto</i>	Susan Blakeley Klein	University of Hawaii
<i>Bungo manual</i>	Helen Craig McCullough	University of Hawaii
<i>Japanese poetry prints</i>	Daniel McKee	University of Hawaii
<i>Conflict in modern Japanese history</i>	Tetsuo Najita	University of Hawaii
<i>Japanese painting from the Henricksen collection</i>	Sewall Oertling	University of Hawaii
<i>Capital and countryside in Japan</i>	Joan R. Piggott	University of Hawaii
<i>Teishinkoki</i>	Joan R. Piggott	University of Hawaii
<i>Annotated Japanese literary Gems Vol. 1-2</i>	Kyoko Selden	University of Hawaii
<i>The Noh Ominameshi</i>	Mae J. Smethurst	University of Hawaii
<i>Kojiki-den Book 1</i>	Ann Wehmeyer (Translator)	University of Hawaii
<i>Hogen monogatari</i>	William R. Wilson	University of Hawaii
<i>A handbook to classical Japanese</i>	John Timothy Wixted	University of Hawaii
<i>Burma and Japan since 1940</i>	Donald M. Seekins	University of Hawaii
<i>New Perspectives on the Japanese occupation of Malaya and Singapore 1941-1945</i>	Yoji Akashi	University of Hawaii
<i>Japan and Vietnam</i>	Guy Faure	University of Hawaii
<i>The Philippines and Japan in America's shadow</i>	Kiichi Fujiwara	University of Hawaii
<i>Japanese firms in contemporary Singapore</i>	Hiroshi Shimizu	University of Hawaii
<i>Householders: The Reizei family in Japanese history</i>	Steven D. Carter	Harvard
<i>A place in public: Women's rights in Meiji Japan</i>	Marnie S. Anderson	Harvard
<i>Pacific cosmopolitans: A cultural history of US Japan relations</i>	Michael R. Auslin	Harvard
<i>Sublime voices: The fictional science and scientific fiction of Abe Kobo</i>	Christopher Bolton	Harvard
<i>Collaboration: Japanese agents and local elites in wartime China</i>	Timothy Brook	Harvard
<i>Uchida hyakken: A critique of modernity and militarism in prewar Japan</i>	Rachel DiNitto	Harvard
<i>Critical aesthetics: Kobayashi Hideo, modernity and wartime Japan</i>	James Dorsey	Harvard
<i>Articulating the sinosphere: Sino-Japanese relations in space and time</i>	Joshua A. Fogel	Harvard

Table 3. Summary of Titles Displayed During the Asian Studies Conference 2011

Title	Author/Editor	Publisher
<i>Seeing stars: Sports celebrity, identity and body culture in modern Japan</i>	Dennis J. Frost	Harvard
<i>When our eyes no longer see: Realism, science and ecology in Japanese literary modernism</i>	Gregory Golley	Harvard
<i>Defining engagement: Japan and global contexts, 1640-1868</i>	Robert I. Hellyer	Harvard
<i>Death and social order in Tokugawa Japan</i>	Nam-lin Hur	Harvard
<i>The making of modern Japan</i>	Marius B. Jansen	Harvard
<i>Children as treasures: Childhood and the middle class in early twentieth century Japan</i>	Mark Jones	Harvard
<i>Realms of literacy: Early Japan and the history of writing</i>	David B. Lurie	Harvard (double listed in the brochure)
<i>Sailor diplomat: Nomura Kichisaburo and the Japanese- American War</i>	Peter Mauch	Harvard (double listed in the brochure)
<i>Gendering modern Japanese history</i>	Barbara Molony	Harvard (double listed in the brochure)
<i>House and home in modern Japan</i>	Jordan Sand	Harvard
<i>Coins, trade and the state: Economic growth in early medieval Japan</i>	Ethan Isaac Segal	Harvard (double listed in the brochure)
<i>War memory and social politics in Japan, 1945-2005</i>	Franziska Seraphim	Harvard (double listed in the brochure)
<i>America's geisha ally: Reimagining the Japanese enemy</i>	Naoko Shibusawa	Harvard (double listed in the brochure)
<i>From foot soldier to finance minister: Takahashi Korekiyo</i>	Richard J. Smethurst	Harvard (double listed in the brochure)
<i>Shredding the tapestry of meaning: The poetry and poetics of Kitasono Katue (1902-1978)</i>	John Solt	Harvard
<i>The Japanization of modernity: Murakami Haruki between Japan and the United States</i>	Rebecca Suter	Harvard
<i>War and faith: Ikko ikki in late Muromachi Japan</i>	Carol Richmond Tsang	Harvard
<i>The Tokyo war crimes trial: The pursuit of justice in the wake of World War II</i>	Yuma Totani	Harvard
<i>The uses of memory: The critique of modernity in the fiction of Higuchi Ichiyo</i>	Timothy J. Van Compernelle	Harvard

Table 3. Summary of Titles Displayed During the Asian Studies Conference 2011

Title	Author/Editor	Publisher
<i>When empire comes home: Repatriation and reintegration in postwar Japan</i>	Lori Watt	Harvard
<i>Technology of empire: Telecommunications and Japanese expansion in Asia, 1993-1945</i>	Daqing Yang	Harvard
<i>Tears of longing: Nostalgia and the nation in Japanese popular song</i>	Christine R. Yano	Harvard
<i>Out of the alleyway: Nakagami Kenji and the poetics of outcast fiction</i>	Eve Zimmerman	Harvard
<i>Making Japanese citizens</i>	Simon Andrew Avenell	University of California Press
<i>Tsukiji</i>	Theodore C. Bestor	University of California Press
<i>Role of Japan in modern Chinese art</i>	Joshua Fogel	University of California Press
<i>Visions of Japanese modernity</i>	Aaron Gerow	University of California Press
<i>Zainichi (Koreans in Japan)</i>	John Lie	University of California Press
<i>Mayor of Aihara</i>	Simon Partner	University of California Press
<i>Food and fantasy in early modern Japan</i>	Eric Rath	University of California Press
<i>Aesthetics of Japanese fascism</i>	Alan Tansman	University of California Press
<i>The religious traditions Japan 500-1600</i>	Richard Bowring	Cambridge
<i>Japan since 1980</i>	Thomas F. Cargill/Takayuki Sakamoto	Cambridge
<i>A history of Japan, 1582-1941</i>	L. M. Cullen	Cambridge
<i>Welfare and capitalism in postwar Japan</i>	Margarita Estevez-Abe	Cambridge
<i>The Japanese consumer</i>	Penelope Francks	Cambridge
<i>A history of the Japanese language</i>	Bjarke Frellesvig	Cambridge
<i>Women and Family in Contemporary Japan</i>	Susan D. Holloway	Cambridge
<i>Japan rising</i>	Kume Kunitake/Chushichi Tsuzaki/R. Jules Young	Cambridge
<i>Borderline Japan</i>	Tessa Morris-Suzuki	Cambridge
<i>Japanese society at war</i>	Naoko Shimazu	Cambridge

Table 3. Summary of Titles Displayed During the Asian Studies Conference 2011

Title	Author/Editor	Publisher
<i>An Introduction to Japanese Society</i> 3 rd ed	Yoshio Sugimoto	Cambridge
<i>Security politics in the Asia-Pacific</i>	William T. Tow	Cambridge
<i>Word and image in Japanese cinema</i>	Dennis Washburn/Carole Cavanaugh	Cambridge
<i>Hip hop Japan</i>	Ian Condry	Duke University Press
<i>Sessue Hayakawa</i>	Daisuke Miyao	Duke University Press
<i>Japan's holy war</i>	Walter Skya	Duke University Press
<i>The culture of Japanese fascism</i>	Alan Tansman	Duke University Press
<i>Kannani and document of flames</i>	Katsuei Yuasa	Duke University Press
<i>36 views of Mount Fuji</i>	Cathy N. Davidson	Duke University Press
<i>Origins of modern Japanese literature</i>	Kojin Karatani	Duke University Press
<i>Japan in the world</i>	Masao Miyoshi	Duke University Press
<i>The Ashio Riot of 1907</i>	Kazuo Nimura	Duke University Press
<i>The new Japanese woman</i>	Barbara Sato	Duke University Press
<i>Pikachu's global adventure</i>	Joseph Tobin	Duke University Press
<i>Japan after Japan</i>	Tomiko Yoda	Duke University Press
<i>Abandoned Japanese in postwar Manchuria</i>	Yeeshan Chan	Routledge
<i>Advanced Japanese</i>	Noriko Ishihara	Routledge
<i>Diplomatic history of postwar Japan</i>	Makoto Iokibe	Routledge
<i>Girl reading girl in Japan</i>	Tomoko Aoyama	Routledge
<i>Home and family in Japan</i>	Richard Ronald	Routledge
<i>The Japanese occupation of Borneo, 1941-1945</i>	Ooi Keat Gin	Routledge
<i>Japanese women, class and the tea ceremony</i>	Kaeko Chiba	Routledge
<i>Japan's minorities</i>	Michael Weiner	Routledge
<i>Japan's national identity and foreign policy</i>	Alexander Bukh	Routledge
<i>Japan's politics and economy</i>	Marie Soderberg	Routledge
<i>Japan's remilitarization</i>	Christopher W. Hughes	Routledge
<i>Japan's wartime medical atrocities</i>	Jing Bao Nie et al.	Routledge
<i>Japan and Africa</i>	Howard P. Lehman	Routledge
<i>Japan-bashing</i>	Narrelle Morris	Routledge
<i>Living cities in Japan</i>	Sorensen/Funck	Routledge
<i>Minorities and education in multicultural Japan</i>	Ryoko Tsuneyoshi et al	Routledge
<i>Modern Japan</i>	Elise K. Tipton	Routledge
<i>Postwar history education in Japan and the Germanys</i>	Julian Dierkes	Routledge

Table 3. Summary of Titles Displayed During the Asian Studies Conference 2011

Title	Author/Editor	Publisher
<i>Quest for Japan's new constitution</i>	Christian G. Winkler	Routledge
<i>Representing the other in modern Japanese literature</i>	Rachael Hutchinson et al	Routledge
<i>Rethinking Japanese security</i>	Peter J. Katzenstein	Routledge
<i>Soft power in Japan-China relations</i>	Utpal Vyas	Routledge
<i>The strong and the weak in Japanese literature</i>	Fuminobu Murakami	Routledge
<i>Translation in modern Japan</i>	Indra Levy	Routledge
<i>Neighborhood Tokyo</i>	Theodore Bestor	Stanford University Press
<i>War and state building in medieval Japan</i>	John Ferejohn	Stanford University Press
<i>Tokyo in transit</i>	Alisa Freedman	Stanford University Press
<i>Rethinking Japanese public opinion and security</i>	Paul Midford	Stanford University Press
<i>Normalizing Japan</i>	Andrew Oros	Stanford University Press
<i>In defense of Japan</i>	Saadia Pekkanen	Stanford University Press
<i>Sino-Japanese relations</i>	Ming Wan	Stanford University Press

Sources where the above information was derived in alphabetical order:

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Cambridge University Press. (n.d.). Titles on display: Association for Asian Studies/International Convention of Asia Scholars Honolulu, HI March 31-April 3, 2011 [Brochure]. Cambridge: Cambridge University Press.

Duke University Press. (n.d.). Brochure at the joint conference of the Association for Asian Studies and International Convention of Asia Scholars March 31-April 3, 2011 Honolulu [Brochure]. Durham: Duke University Press.

Harvard University Press. (n.d.). Association for Asian Studies March 31-April 3, 2011 Honolulu, HI brochure [Brochure]. Cambridge: Harvard University Press.

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Stanford University Press. (n.d.). Association for Asian Studies 2011 brochure [Brochure]. Palo Alto: Stanford University Press.

University of California Press. (n.d.). 2011 Association for Asian Studies March 30-April 3 Honolulu brochure [Brochure]. Berkeley: University of California Press

University of Hawaii Press. (n.d.). Brochure on display at AAS/ICAS conference 2011 [Brochure]. Honolulu: University of Hawaii Press.

World Scientific. (2011). Asian studies [Brochure]. Singapore: World Scientific.

World Scientific. (2010). Economics and finance [Brochure]. Singapore: World Scientific.

World Scientific. (2010). Popular science and general titles [Brochure]. Singapore: World Scientific.

The ISEAS press series on Japan also displayed humanities and social scientific titles at the exhibition when I visited the booth (Institute of Southeast Asian Studies (ISEAS), 2011). Some of its featured titles were related to history, for example, WWII-related titles like *Japanese-Trained Armies in Southeast Asia (First reprint 2010)* and *The Indian National Army and Japan* (Institute of Southeast Asian Studies (ISEAS), 2011). ISEAS also included energy topics like *Energy Efficiency in Japan* (Institute of Southeast Asian Studies (ISEAS), 2011). Other social sciences-related titles included those in the field of international relations such as the *Evolution of ASEAN-Japan relations* and *Japan and China in East Asian integration*. The ICAS newsletter (ICAS 7 supplement to the Newsletter No. 56, 2011) featured two Japanese Studies-related titles: *The Art of the Gut* by Robin LeBlanc and *Imperial Japan at its Zenith: The Wartime Celebration of the Empire's 2600th Anniversary* by Kenneth J. Ruoff. The former volume is a contemporary analysis of Japanese politics while the latter publication is a WWII-related title. World War II-related themes remain visible at the event. For example, Palgrave Macmillan offered a history-related title *Japanese Wartime Zoo Policy: The Silent Victims of World War II* by Mayumi Itoh as part of its Asian Studies program.

OBSERVATIONS

The following observations can be made based on titles displayed by publishers at the exhibition hall. First, I located at least 13 titles related to WWII/Pacific war in the hall. This topic remains popular within Japanese Studies-related scholarship and accounted for a large number of books on display related to Japanese Studies. Topically, it contributes to a diversity of scholarship on Japan despite popularly-held perceptions that Japanese popular culture was a dominant theme in Japanese Studies-related scholarship. Secondly, the major university presses and academic publishers (such as those from the University

of Hawaii, Harvard, Cambridge, University of California Press, Duke University Press, Routledge, and Stanford University Press) offered a rich array of humanities and social sciences titles in Japanese Studies. Smaller publishers like World Scientific preferred a niche approach in the subjects of business, economics, and management with a small number of social sciences titles in international relations. Thirdly, there were many innovative, important, and interesting titles that reflected contemporary interests: publications on the micro studies of Japan's motorcycle industry, energy efficiency in Japan, local area studies like Tsukiji the fish market, Japanese consumer profiles, hip hop dances in Japan, bilateral regional studies like Japan and Africa, soft power in Japan-China relations, and so forth. All these represented trendy topics often discussed in the popular media. Besides emerging topics of interest, there were evergreen titles in the sub-topics of demographics, minorities, and migration. From a count of the materials collected, there were at least seven titles related to demographics, minorities, and migration on display at the event hall.

CONCLUSIONS

Through observation techniques, it may be challenging to detect publishing trends in Japanese Studies based on the materials collected due to the absence of some publishers at the conference. Informal conversations cited budget considerations for the absence of some publishers while others scaled down their display by sharing booth space. It may also be possible that some booths ran out of catalogues because they were all given out or the publisher's representative had limited copies on display. I met at least one publisher's representative who claimed the shipment of catalogues from that individual's company arrived late for the event. I also had difficulties in obtaining some brochures due to the following reasons: popularity of some brochures (so supply was exhausted early); attending to other administrative/scholarly activities and therefore unable to focus full attention on the

publishers' displays in the hall; multiple events held simultaneously that became a source of distraction. In other words, I may not have the full set of brochures displayed at the event. Other challenges related to catalogues include the fact that some titles are cross-published and may be promoted across several catalogues, not only in Japanese or Asian Studies. In addition, there may be many back titles that are related to Japanese Studies which were not promoted at the exhibition or may have been phased out from current promotional efforts of the participating publishers. Some publishers may also have chosen to feature only a limited number of Japanese Studies-related titles from their Asian Studies collection. There could also be publications that are multidisciplinary in nature and may include contents on Japanese Studies that are not reflected in the title or synopsis.

Methodologically, this study acknowledges the need for further studies, arising from this preliminary scope paper. Although the contribution of the study is new, the data gathered is still not optimal due to the following limitations. First, I had no budget to hire an assistant along with air ticket and accommodations provisions to collect data at the event itself. I could only stay at the site for a limited time while dividing my time between presentation, administrative duties, and observation. I collected as much information and brochures as possible based on the time available. If possible, I will consider applying for funding to continue with this project in the future. An assistant would have made it possible to physically count the number of books related to Japanese Studies on display at the event and compile numerical and quantitative data. I was too busy collecting booklists and brochures/pamphlets to focus on a comprehensive physical counting of books on display. Moreover, funding would make it possible to attend a major Japanese Studies conference in Japan to compare its offerings with those found at the AAS/ICAS conference.

Second, if funding is available, it would be useful to conduct oral interviews at the event site itself. Oral interviews can provide additional

information not found in the textual materials like brochures and pamphlets. For example, I would be interested in the principles and conceptual ideas that publishers and commissioning editors have in setting up their Japanese Studies (or East Asian/Asian Studies) publishing program. Some possible questions may include the following ones. do they define the program? Who are the target customers? How do the North American publishers conceptualize the genre of Japanese Studies when drawing up their catalogue? Would it be a sub-topic of "Asian Studies"? Is it defined through the book's contents but compiled together with other Japan-centric books in the publishing program to form a "Japanese Studies" program? In reviewing this paper, my colleague who is also a graduate of Japanese Studies department suggested that it may be useful in future funded studies to distribute questionnaires and sample a pool of potential customers at a conference about their preferred sub-topics for inclusion in a Japanese Studies book series as well as investigate the consumption habits (e.g. e-book or printed book preference) of these consumers.

Third, funding would also facilitate studies on the book buyers' point of view, not only restricted to the book distributor's perspective. For example, what do libraries and school bookshops think of the books on offer at the event? What are the books adopted by their lecturers as standard textbooks in the varsity curriculum? Questionnaires can be sent out to the major academic libraries or campus bookshops to collect such information. This information can then provide a more balanced perspective between the marketing aims of the book distributors and their reception by clients. The above points are all exciting possibilities as future follow-up papers.

ENDNOTES

- ¹ The author would like to acknowledge the proofreading, editing assistance and help of Ms. Helen Chan Yim Ting and Ms. Elim Wong. In much earlier drafts, Prof. Stephen Nagy offered some comments that were considered constructively by the author. Subsequently,

the draft received useful comments from an anonymous reviewer as well as formatting tips from the journal editor. Following this, the paper was then extensively revised and edited thereafter to respond to the reviewer. Many thanks to the journal editor Dr. John Paolo R. Rivera for assisting with the formatting process.

- ² The focus of this essay is on printed books and does not include pamphlets, promotional brochures, newspapers and magazines.
- ³ Please refer to Wischenbart (2010) for a detailed coverage of Japan's top publishing companies.
- ⁴ In analyzing the offerings by World Scientific, the author wishes to declare that he is an affiliated commissioning editor without pay at the time of this writing.
- ⁵ University of Hawaii/Harvard Press/University of California Press/Cambridge Press/Duke University Press Routledge/Stanford University Press only listed out last names of the authors in their AAS/ICAS brochures. The author details in this table were completed by checking corresponding publishers' homepages.

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