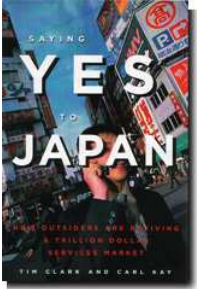


## Nonfiction

**Saying Yes to Japan:** *How Outsiders Are Reviving a Trillion Dollar Services Market*, **Clark Tim/ Carl Kay**



*About the Author:*

**Tim Clark** is entrepreneur, writer, teacher, and translator. The founder, cofounder, or seed investor in several companies, including Ideogram and TKAI, which had a successful exit in 2000, served as a limited partner in the Oregon Sustainability Fund and several other Northwest private equity partnerships.

On the writing side of things, his articles and editorials have appeared in the New York Times, Asiaweek, and a number of other publications. His books include *The Prosperous Peasant*, *The Swordless Samurai*, and *Saying Yes to Japan: How Outsiders are Reviving a Trillion Dollar Services Market* (co-authored by Carl Kay). *Saying Yes to Japan* was published in Japanese by Nikkei in July 2006. Previously he authored the monthly Japan Entrepreneur Report and Japan Internet Report.

**Carl Kay** has been founding, running, buying and selling service businesses in Japan and North America for over two decades. He graduated *summa cum laude* from Harvard's East Asian Department and lives in Tokyo.

In 1982 he founded Japanese Language Services, Inc., a pioneering firm that helped American technology companies localize products for the Japanese market.

*Book Summary:*

***Saying Yes to Japan: How Outsiders Are Reviving a Trillion Dollar Services Market*** examines the history and future of Japan's service sector. Revealing analyses of the real estate, finance, health

care, and information technology industries are coupled with up-close profiles of entrepreneurs from around the world who use their "outsider" perspectives to successfully identify basic customer needs, such as:

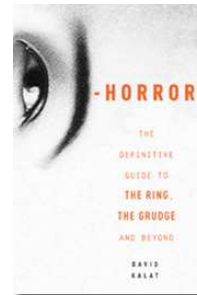
*Steven Gan*, a trained CPA from Chicago who went from managing his family accounts to running a debt collection business with 700 Japanese clients, using American methodologies.

*Song Wen Zhou*, a software engineer from China who became the first foreigner to list his company, Softbrain, on the Japanese stock exchange, and whose software earned 700 million yen in five years.

*Neeraj Jhanji*, a graduate student from India, who created Imahima, an avatar-based broadband chat space business. Parts of its technology were sold to NTT DoCoMo, Japan's leading mobile carrier, as well as AOL, bringing Jhanji annual revenue of just under \$2 million.

### **J-Horror, Kalat David**

The Definitive Guide to *The Ring*, *The Grudge* and Beyond



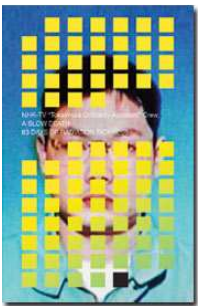
*About the Author:*

**David Kalat** is the author of indispensable books on film and television history, including *The Strange Case of Dr. Mabue*, *Homicide: Life on the Streets: The Unofficial Companion* and *A Critical History and Filmography of Toho's Godzilla Series*. He regularly writes for *Scarlet Street* and *Filmfax* and is the president of the oldest independent DVD label in the industry, All Day Entertainment.

*Book Summary:*

It is a horror movies guide that focuses on them in detail, fully explaining all the different versions of *The Ring* and *The Grudge*, which films influenced them and how they have influenced subsequent films. Fully covers all recent horror films from Japan, Korea and Hong Kong. It includes detailed chapters on: *The Ring* series; *The Grudge* series; the *Tomie* series; Kiroshi Kurosawa; Korean films; Hong Kong films; American remakes.

**A Slow Death: 83 Days of Radiation Sickness,**  
**NHK TV Crew**

*About the Author:*

Japan's public broadcaster, NHK (Nippon Hoso Kyokai, or Japan Broadcasting Corporation), documented the step-by-step deterioration and intense medical treatment a worker after the worst radiation accident in Japan's history. The resulting original television documentary aired in May 2001 and subsequently won the Gold Nymph Award, the highest award possible, at the 42nd Monte Carlo Television Festival in 2002. This book is the print counterpart of that celebrated feature and includes an afterword that updates the narrative.

Given the renewed interest in alternative energy resources, *A Slow Death: 83 Days of Radiation Sickness* is a timely and sobering reminder of the dangers of nuclear power and man's relative ignorance in harnessing the power of the atom. It also raises provocative questions about the medical ethics of life-prolonging treatment and the value of human life itself in a world replete with advanced technology.

*Book Summary:*

On September 30, 1999, the worst radiation accident in Japan's history struck a uranium processing facility in Tokaimura, northeast of Tokyo. Three workers were exposed to extreme levels of neutron beams as a result.

**The Toyota Leaders, Sato Masaaki**

*About the Author:*

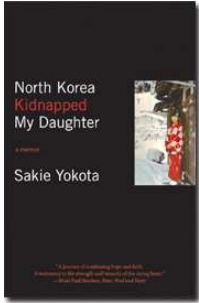
Author **Masaaki Sato**, Japan's premier auto-industry expert, brilliantly presents his case that Toyota's strengths, including efficiency on the floor, cannot be understood or emulated outside the context of tradition—not Japan's, but Toyota's own. Inventor and Toyota Group founder Sakichi Toyoda's "Precepts" have served as the backbone of the carmaker's executive culture since its inception and, even today, guide decision-making at the top echelons. He is the author of highly regarded histories, including one on the early days of home video technology that has been adapted to the big screen. His magnum opus is *The House of Toyota*, on which *The Toyota Leaders* builds specifically for an overseas audience.

*Book Summary:*

A thorough study of the individuals who shaped a once-derided manufacturer into a preeminent worldwide producer, *The Toyota Leaders: An Executive Guide* is a must-read for anyone in a management role, whether or not in the auto industry.

## North Korea Kidnapped My Daughter, Yokota Sakie

(Non-Fiction/Memoir)



### *About the Author:*

The **Yokota family**, husband Shigeru and wife Sakie, founded the Japanese National Association for the Rescue of Japanese Kidnapped by North Korea in 1997. The Association supports the victims of North Korea's abductions of Japanese citizens in the late 1970s and early 1980s. The Yokota's daughter Megumi was kidnapped in 1977 by North Korean Spies.

### *Book Summary:*

In 1977, a 13-year-old girl disappeared on her way home from school in Japan. It wasn't until 20 years later that an astounding truth came to light: she had been kidnapped by North Korea.

In this powerful memoir, Sakie Yokota tells of the agony she suffered as the mother of the abductee: first due to uncertainty about what happened to her daughter, and later due to her own government's insipid diplomatic efforts. During her ordeals, she found solace in the Bible's simple words and converted to Christianity. Not merely a ledger of pain, her memoir is a tale of enduring hope, strength, and wisdom, and of the love of family and the kindness of strangers that has sustained her. North Korea refuses to return her daughter Megumi, claiming that she is dead, but the "evidence" they provided has not substantiated the assertion. Mrs. Yokota continues to have faith.