Where do bestsellers come from?
A Sunmark book is physically light, yet it contains much energy from many people. Consider the author’s lifelong effort, the editor’s enthusiasm, possibly an artist’s visual contribution, the printers’ dedication, the hard work of the sales staff, the long hours from the delivery team, plus the care and attention from the bookstore workers. Then, of course, the critical participation of the reader, who we hope may be inspired by the book and carry this energy onwards in life.
Emotional reaction

Sunmark creates a large variation of books, but whatever the category, we recognize that readers want to be emotionally moved. Be it factual revelations, painful stories, loving moments, inspiring characters, or exciting insights. If a book isn’t connecting to an emotion, it’s not connecting to your reader.
Great writing

How do you recognize great writing? For some, great writing is when a reader doesn’t realize they are actually reading and they simply start to see…they see inside the author’s mind. Great writing isn’t just about the text. It’s about the vision it creates.

Sunmark continuously produces “Million-Sellers”

Seven “Million-Sellers” in just 22 years!

Over 4.1 million copies sold!
“A Great Revolution in the Brain World”
More Than Positive Thinking — A Life-Transforming Hormone in the Brain
by Shigeo Haruyama

Over 1.3 million copies sold!
“A Great Revolution in the Brain World 2”
Right Brain Power — Endorphins, Laughter, and Exercises for the Brain
by Shigeo Haruyama

Over 1.7 million copies sold!
“Don’t Sweat the Small Stuff” (from the U.S.)
by Richard Carlson; translated by Mizuho Ozawa

Over 1.2 million copies sold!
“A Compass to Fulfillment”
— Passion and Spirituality in Life and Business
by Kazuo Inamori

Over 1.4 million copies sold!
“The Enzyme Factor”
by Hiromi Shinya

Over 1.5 million copies sold!
“The Life-Changing Magic of Tidying Up”
by Marie Kondo

Over 1 million copies sold!
“Even the Stiffest People Can Do the Splits With Ease”
by Eiko
For those who truly seek, the rewards are truly rewarding

Over 700,000 copies sold!
“Raise Your Temperature and Improve Your Health”
by Masashi Saito

Over 650,000 copies sold!
“As a Man Thinketh” (from the U.K.)
by James Allen; translated by Koichi Sakamoto

Over 520,000 copies sold!
“What Makes THAT Good for Your Health?”
— The Parasympathetic Nervous System Determines the Quality of Life
by Hiroyuki Kobayashi

Over 520,000 copies sold!
“Before the Coffee Gets Cold”
by Toshikazu Kawaguchi

Over 500,000 copies sold!
“Being Hungry Makes You Healthy”
— One meal a day and you’ll look 20 years younger!
by Yoshinori Nagumo

Over 430,000 copies sold!
“The Best Way to See Through a Mind” (from Germany)
by Thorsten Havener; translated by Mibeko Fukuhara

Over 430,000 copies sold!
“The Trunk Muscle Reset Diet” That Top Models Have Kept Secret
by Kenichi Sakuma

Over 354,000 copies sold!
“51 Keys to Becoming a Leader People Want to Follow”
by Matsuo Iwata

Are you interested?

If you are not interested in reading the material you are working with, how do you expect your readers to be? Work with text that works for you.
Many people have once dreamed of, but no other books have ever been written about

“Even the Stiffest People Can Do the Splits With Ease” by Eiko

Becoming Sunmark’s 7th “Million-Seller” in just 8 months from its release!

184 pages
April 2016
ISBN978-4-7631-3542-1
Rights sold to: Finland, France, Germany, Italy, Korea, Netherlands, Norway, Russia, Sweden, Taiwan, Thailand, U.K., U.S.

Eiko, also known as the “queen of the splits,” is a yoga instructor and organizer of shake-yoga from Osaka. She became a yoga instructor after working as an aerobics instructor for 10 years. Her very own shake-yoga gained a lot of attention as a fun and effective method that can be enjoyed even by those suffering from stiffness and lower-back pain. Her yoga techniques have helped a large number of people, and the video she released in 2015 called “Stretching techniques that will help stiff people be able to do the splits” went viral on Twitter and Facebook, reaching 2,500,000 views on YouTube.

A wonderful 4-week stretch program from the “queen of the splits”

Week 1: 2 Basic Stretches + Thigh Stretch
Week 2: 2 Basic Stretches + Wall Stretch
Week 3: 2 Basic Stretches + Chair Stretch
Week 4: 2 Basic Stretches + Door Stretch

Even a 72-years-old can do it!

Week 1: 2 Basic Stretches + Thigh Stretch
Week 2: 2 Basic Stretches + Wall Stretch
Week 3: 2 Basic Stretches + Chair Stretch
Week 4: 2 Basic Stretches + Door Stretch
Stories in a coffee shop will help you keep the heart warm

“Before the Coffee Gets Cold”
by Toshikazu Kawaguchi

Over 520,000 copies sold and nominated for a Japan Booksellers’ Award!

348 pages
December 2015
ISBN978-4-7631-3507-0
Rights sold to:
China, Germany, Hungary, Korea, Taiwan, Thailand, Vietnam

The highly anticipated follow-up to Before the Coffee Gets Cold!

“Before the Lies Are Revealed”

Over 140,000 copies sold

Rights sold to: China, Korea, Taiwan, Vietnam

Toshikazu Kawaguchi was born in Osaka, Japan, in 1971. He used to produce, direct and write for the theatrical group Sonic Snail. As a playwright, his most representative works include COUPLE, Sunset Song, and family time. His debut book, Before the Coffee Gets Cold, was based on a 1110 Productions play of the same name which won the 10th Suginami Drama Festival grand prize.

A self-enlightenment book written by a 10-year-old!

“Seeing, Knowing, Thinking”
by Bao Nakashima

Things in this book are ones that only a 10-year-old boy would write, but you also wouldn’t believe he’s only ten. His straightforward, poignant thoughts touch your heart with every turn of the page and can somehow make even a mature adult reach a new sense of awareness.

Over 170,000 copies sold

125 pages/August 2016/ISBN978-4-7631-3477-6
Rights sold to : Germany, Korea, Norway, Taiwan

Bao is a 10-year-old homeschooled student born in 2005. His motto is to study what he wants from whom he likes. After attending seminars of well-known speakers by himself from the age of nine, he decided to write his own book at the age of ten. Seeing, Knowing, Thinking (Sunmark) is his first authored work. His profound tweets have earned him the nickname of “the little philosopher.”
Lose weight effortlessly with models’ best-kept secret

“The "Trunk Muscle Reset Diet" That Top Models Have Kept Secret”

by Kenichi Sakuma

The amazing diet that has kept 30,000 people in shape, including Miss Universe winners and other celebrities, is now revealed.

- Do 1 exercise for 1 minute
- Decrease the frequency after 2 weeks
- You can quit after 2 months

Over 430,000 copies sold
Rights sold to: Korea, Taiwan

Kenichi Sakuma is a personal trainer. He has been the physical trainer for winners of the Miss Universe, Japan, in international and world pageants, along with top models and many non-celebrities. He has also worked with Miss International models from the US, France and the UK. He runs a physical training studio called CharmBody, which has locations in Aoyama, Ginza, Nagoya, Osaka, Saitama, Fukui, Mie, Los Angeles, Singapore and Shanghai. He studied exercise psychology at the National Strength and Conditioning Association (NSCA) in Colorado.

Parts of the body begin to be more limber than ever before

“The World’s Best Way to Stretch”

by Nakano James Shuichi

“If I don’t stretch, I pull a muscle when I run.” “I hate it that my body is always stiff.” “I don’t know how to stretch properly.”

There are a lot of good reasons to get interested in stretching. This book touches on all of them and provides the best ways to stay limber and feel great.

Over 180,000 copies sold
191 pages/February 2016
ISBN978-4-7631-3522-3
Rights sold to: China, Taiwan

Nakano James Shuichi is a physical trainer and fitness motivator born in 1971. He received health specialist certification at the American College of Sports Medicine and is also a member of the Adidas contract advisory board. Being one of the few sports trainers in Japan who specializes in both mental and physical guidance, he works as a personal trainer for a number of clients including top athletes. He currently works as a university long-distance running coach and as a personal trainer for celebrity table-tennis player Ai Fukuhara while tirelessly holding lectures across the country.
If you need any material or data on these titles, please contact Ms. Shino Kobayashi, Rights Manager.

rights@sunmark.co.jp

“Even the Stiffest People Can Do the Splits With Ease”
by Eiko

Over 1 million copies sold
184 pages / April 2016
ISBN978-4-7631-3542-1
Rights sold to:
Finland, France, Germany, Italy, Korea, Netherlands, Norway, Russia, Sweden, Taiwan, Thailand, U.K., U.S.

“Before the Coffee Gets Cold”
by Toshikazu Kawaguchi

Over 520,000 copies sold
348 pages / December 2015
ISBN978-4-7631-3507-0
Rights sold to:
China, Germany, Hungary, Korea, Taiwan, Thailand, Vietnam

“The "Trunk Muscle Reset Diet" That Top Models Have Kept Secret”
by Kenichi Sakuma

Over 430,000 copies sold
95 pages / May 2017
ISBN978-4-7631-3621-3
Rights sold to:
Korea, Taiwan

“Seeing, Knowing, Thinking”
by Bao Nakashima

Over 170,000 copies sold
125 pages / August 2016
ISBN978-4-7631-3477-6
Rights sold to:
Germany, Korea, Norway, Taiwan

“Raise Your Temperature and Improve Your Health”
by Masashi Saito

Over 700,000 copies sold
206 pages / March 2009
ISBN978-4-7631-9890-7
Rights sold to:
China, France, Germany, Indonesia, Italy, Korea, Taiwan, Thailand

“Being Hungry Makes You Healthy”
by Yoshinori Nagumo

Over 500,000 copies sold
190 pages / January 2012
ISBN978-4-7631-3202-4
Rights sold to:
China, France, Germany, Indonesia, Italy, Korea, Spain, Taiwan, Thailand, Turkey, Vietnam

“The World’s Best Way to Stretch”
by Nakano James Shuichi

Over 180,000 copies sold
206 pages / February 2016
ISBN978-4-7631-3522-3
Rights sold to:
China, Taiwan

“Use Thumb Stimulation to Rejuvenate Your Brain!”
by Yoshiya Hasegawa

Over 130,000 copies sold
160 pages / December 2015
ISBN978-4-7631-3506-3
Rights sold to:
France, Italy, Korea, Norway, Taiwan, Thailand, Vietnam

“The Kyocera Philosophy”
by Kazuo Inamori

Over 180,000 copies sold
608 pages / June 2014
ISBN978-4-7631-3571-7
Rights sold to:
China, Korea, Taiwan, Vietnam
Bestsellers Sunmark has sold overseas

Sunmark Publishing operates across the world with ease, currently exporting to over 40 countries
An enchanting book about tidying up sweeps across the world

"The Life-Changing Magic of Tidying Up" Series
by Marie Kondo (KonMari)

Published in 41 countries, over 8 million copies sold worldwide

Over 3.3 million copies sold in the U.S.!
- Ranked 1st in Amazon.com!
- Ranked 1st in Amazon Canada!
- Ranked 1st in Nielsen BookScan!
- Ranked 1st in the New York Times for more than 27 weeks!
- Ranked 1st in the Wall Street Journal for more than 3 weeks!
- Ranked 1st in Barnes & Noble for more than 11 weeks!
- Ranked 1st in Publishers Weekly for more than 3 weeks!
- Ranked 1st in the Los Angeles Times for more than 7 weeks!

Over 4.7 million copies sold in Japan!
Over 500,000 copies sold in the U.K.!
- Was introduced in an article in The Times!

Over 380,000 copies sold in Italy!
- Ranked 1st in Amazon Italy!
- Ranked 1st in La Repubblica!
- Ranked 1st in La Stampa!

Over 280,000 copies sold in Brazil!
- Ranked 6th in Amazon Brazil!
- Ranked 1st in the Folha de S.Paulo!

Becoming "Million-Sellers" both in the U.S. and Japan!

Rights sold to: Brazil, Bulgaria, Canada, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, Israel, Italy, Korea, Latvia, Lebanon, Lithuania, Mexico, Mongolia, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Taiwan, Thailand, Turkey, U.K., Ukraine, U.S., Vietnam

Over 220,000 copies sold in Germany!
Over 170,000 copies sold in Taiwan!
- Ranked 1st in the online bookstore "books.com.tw"!
- Ranked 1st in the online bookstore "eslite.com"

Over 90,000 copies sold in France!
- Ranked 5th in Amazon France!
- Ranked 1st in FNAC!
- Was introduced in an article in La Parisien!

Over 160,000 copies sold in Korea!
- Ranked 1st in the online bookstore "KyoBo Book"!

Over 40,000 copies sold in the Netherlands!
- Ranked 6th in CPNB!
- Ranked 3rd in the online bookstore "bol.com"

Over 25,000 copies sold in China!
- Ranked 3rd in the online bookstore "Dangdang"!

Over 3.3 million copies sold in the U.S.!
- Ranked 1st in Amazon.com!
- Ranked 1st in Amazon Canada!
- Ranked 1st in Nielsen BookScan!
- Ranked 1st in the New York Times for more than 27 weeks!
- Ranked 1st in the Wall Street Journal for more than 3 weeks!
- Ranked 1st in Barnes & Noble for more than 11 weeks!
- Ranked 1st in Publishers Weekly for more than 3 weeks!
- Ranked 1st in the Los Angeles Times for more than 7 weeks!

Over 4.7 million copies sold in Japan!
Over 500,000 copies sold in the U.K.!
- Was introduced in an article in The Times!

Over 380,000 copies sold in Italy!
- Ranked 1st in Amazon Italy!
- Ranked 1st in La Repubblica!
- Ranked 1st in La Stampa!

Over 280,000 copies sold in Brazil!
- Ranked 6th in Amazon Brazil!
- Ranked 1st in the Folha de S.Paulo!
Marie Kondo is named to TIME MAGAZINE’s TIME 100

TIME’s annual list of the 100 most influential people in the world

On April 16th, 2015, TIME named Marie Kondo, a cleaning consultant who is known as the author of The Life-Changing Magic of Tidying Up, to the 2015 TIME 100, its annual list of the 100 most influential people in the world.

The TIME 100 list first started in 2004, and now has become an internationally known annual event by TIME magazine. In 2015, from Japan, Kondo was listed along with Haruki Murakami, the world-famous novelist. In the list, U.S. President Barack Obama, Tim Cook (CEO of Apple), Emma Watson (British actress), Thomas Piketty (French economist), Malala Yousafzai (Nobel peace prize winner) and Taylor Swift (Grammy-winning singer-songwriter) were also named along with other internationally influential icons.

— Comments from Marie Kondo

I couldn’t even imagine myself being named to the world-famous TIME 100. I’ve been devoting my life to tidying since I was 15, and I’m filled with an inexplicable feeling of joy. My tidying method is rooted in the good old tradition of Japan, which is to show respect to every small thing around us. I hope to send this truth to the old tradition of Japan, which is to show respect to every feeling of joy. My tidying method is rooted in the good tidying since I was 15, and I’m filled with an inexpressible world-famous TIME 100. I’ve been devoting my life to tidying since I was 15, and I’m filled with an inexpressible.

A “Neat” Bestseller from Japan

What was said about Marie Kondo in Publishers Weekly

For literary agent Neil Gudovitz of Waterside Productions, licensing a Japanese self-help book to English-speaking markets, which is extremely rare, requires “not only the right book but also the right sort of U.S. and U.K. editors, and the right partners in Japan.” The time he spent with the Tokyo-based Sunmark Publishing team in New York convinced him that they had the patience and determination to make The Life-Changing Magic of Tidying: A Simple Effective Way to Banish Clutter Forever, Marie Kondo’s bestselling self-help book on decluttering and the organization of personal space, work in those markets. And worked it has: in Japan (where tight living spaces tend to be tidy and orderly), The Life-Changing Magic of Tidying is now in its 55th printing and has racked up sales exceeding 1.5 million copies.

— Comments from Tomohiro Takahashi, editor-in-chief at Sunmark Publishing

Now, Ms. Kondo’s book is known as a worldwide bestseller, especially in the United States, where her method is welcomed with a great enthusiasm. Her name “Kondo” is used as a verb, and the method she proposed in the book is taken as a social phenomenon. I believe this must be the first time that a book from Japan has sold so well except manga and fiction.

— Comments from Tomohiro Takahashi

Gudovitz has handled thousands of titles during his 20 years in the self-help category from international authors, especially from Asia-Pacific authors.” Gudovitz is currently working on Kondo’s follow-up titles and other Sunmark bestsellers such as Yoshinori Nagumo’s Being Hungry Makes You Healthy, and Kyocera founder and chairman Kazuo Inamori’s The Kyocera Philosophy.

Gudovitz says that, in addition to the book’s ability to grab editors’ attention from the get-go, the English translation has been the key to its success. “The Sunmark team realized, that in order for their title to succeed internationally, they need a professional translator with native English—and that is the primary and crucial element,” he said. “The translation must be pristine when it is first presented to the American and British editors. Fair or not, these editors have little to no patience with an imperfect translation since substantially editing or rewriting a translation is not a part of their program.”

Gudovitz says the book’s triumph in English markets is particularly impressive because there is “virtually nothing in the self-help category from international authors, especially from Asia-Pacific authors.” Gudovitz says the book’s triumph in English markets is particularly impressive because there is “virtually nothing in the self-help category from international authors, especially from Asia-Pacific authors.” Gudovitz says the book’s triumph in English markets is particularly impressive because there is “virtually nothing in the self-help category from international authors, especially from Asia-Pacific authors.”

From the article in Publishers Weekly, August 22nd, 2014
Just as a good book has good characters, we strive to be a publishing company with good character. What is the best character or friend you would like to have in your life? A publishing company can be a friend that your readers connect with and keep a relationship with.

Published in 32 countries, over 2.9 million copies sold worldwide
Over 1.4 million copies sold in China  Over 260,000 copies sold in Korea
Over 430,000 copies sold in the U.S.  Over 480,000 copies sold in Japan

“The Hidden Messages in Water” Series  by Masaru Emoto

“The Hidden Messages in Water”
Rights sold to:
Brazil, Bulgaria, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, India, Indonesia, Italy, Korea, Latvia, Lithuania, Mexico, Netherlands, Norway, Poland, Portugal, Romania, Russia, Sweden, Taiwan, Thailand, Turkey, Ukraine, U.S., Vietnam

“The Secret Life of Water”
Rights sold to:
Brazil, China, Czech Republic, Finland, France, Germany, Hungary, Indonesia, Italy, Korea, Latvia, Mexico, Netherlands, Portugal, Romania, Russia, Taiwan, Turkey, U.S., Vietnam

Over 3 million copies sold worldwide
Over 2 million copies sold in China
Over 1.2 million copies sold in Japan

“A Compass to Fulfillment”
——— Passion and Spirituality in Life and Business
by Kazuo Inamori

Rights sold to:
Brazil, Bulgaria, China, Indonesia, Italy, Korea, Lithuania, Mexico, Russia, Taiwan, Thailand, Ukraine, U.S., Vietnam
Sometimes great authors do not realize the wider appeal of their writing, because they are too focused in their area of expertise. It’s true that the author may need to be paying all their attention to their one particular area of expertise to provide valuable information. But it is up to the editor to bring this value to as many people as possible. Read between the lines to recognize who will read the lines.

Over 2 million copies sold worldwide
Over 400,000 copies sold in Taiwan
Over 1.4 million copies sold in Japan

“The Enzyme Factor”
by Hiromi Shinya

Rights sold to:
Brazil, Bulgaria, China, Czech Republic, Finland, France, Germany, Indonesia, Italy, Korea, Lebanon, Lithuania, Mexico, Netherlands, Norway, Portugal, Romania, Russia, Spain, Sweden, Taiwan, Thailand, U.S., Vietnam

Over 610,000 copies sold worldwide
Over 85,000 copies sold in Korea
Over 500,000 copies sold in Japan

“Being Hungry Makes You Healthy”
by Yoshinori Nagumo

Rights sold to:
China, France, Germany, Indonesia, Italy, Korea, Spain, Taiwan, Thailand, Vietnam

Over 2 million copies sold worldwide
Over 400,000 copies sold in Taiwan
Over 1.4 million copies sold in Japan

“The Enzyme Factor”
by Hiromi Shinya

Rights sold to:
Brazil, Bulgaria, China, Czech Republic, Finland, France, Germany, Indonesia, Italy, Korea, Lebanon, Lithuania, Mexico, Netherlands, Norway, Portugal, Romania, Russia, Spain, Sweden, Taiwan, Thailand, U.S., Vietnam

“Being Hungry Makes You Healthy”
by Yoshinori Nagumo

Rights sold to:
China, France, Germany, Indonesia, Italy, Korea, Spain, Taiwan, Thailand, Vietnam
To notice new stories it helps to be excited by every new day. There are new scientific discoveries every day, new world events, new people being born and people passing away. Even if what you notice is simply a new angle on an old story, that is an original insight. Being excited by life and the fresh potential of each new day allows one to see and feel these new ideas. This is the duty and pleasure of those who create books.

Stay fresh-minded to notice fresh ideas.

Over 370,000 copies sold worldwide
Over 20,000 copies sold in Taiwan
Ranked 6th in Taiwanese online bookstore “eslite.com”
Over 350,000 copies sold in Japan
Over 350,000 copies sold worldwide
Over 70,000 copies sold in China
Ranked 4th in Chinese online bookstore “Dangdang”
Over 260,000 copies sold in Japan

“Why Successful Business People Use Big Wallets”
by Junichiro Kameda
Rights sold to:
China, Korea, Taiwan, Thailand, Vietnam

“51 Keys to Becoming a Leader People Want to Follow”
by Masato Iwata
Rights sold to:
China, Korea, Taiwan, Thailand, Vietnam
Too many times the visuals for a book become the last consideration. It’s true that a picture can say a thousand words. So for the readers’ sake, invest time into making the visuals as good as the words. Consider it a thousand more words for the book.

“Successful Salespeople Don’t Beg!”
by Akira Kagata

Rights sold to:
China, Korea, Taiwan

Over 260,000 copies sold worldwide
Over 30,000 copies sold in Taiwan
Ranked 1st in Taiwanese online bookstore “eslite.com”
Over 230,000 copies sold in Japan

“Successful Salespeople Don’t Beg!”
by Akira Kagata

Rights sold to:
China, Korea, Taiwan

Over 290,000 copies sold worldwide
Over 20,000 copies sold in Indonesia
Over 207,000 copies sold in Japan

“The Divine Code of Life”
— Awaken Your Genes & Discover Hidden Talents
by Kazuo Murakami

Rights sold to:
Brazil, China, France, Germany, Indonesia, Italy, Korea, Lebanon, Mexico, Russia, Romania, Taiwan, Turkey, U.S.
We observe buyers at bookshops around the world. Most buyers give each book cover only a few seconds’ glance when they are browsing. Eventually they are attracted by one cover, open it, and read further. So a book needs a fantastic cover to catch their eyes quickly. Research the target market of your book. Learn what attracts them. Not only this, it is also important to study what else your book is competing against in its category. With only a few seconds to stand out on the bookshelf, it’s important to cover your market.

Cover your market

Over 3.5 million copies sold in Japan

“Don’t Sweat the Small Stuff” Series
by Richard Carlson
(and Kristine Carlson / Don’t Sweat the Small Stuff in Love)
translated by Mizuho Ozawa

from the U.S.

Bestsellers Sunmark has purchased from overseas

More international masterpieces, to more Japanese readers, than any other publisher
A book is often only read once. Repeat reading will not only bring about new perceptions, but hence, new learning. Good information can be lost if we are not reminded of it and put this learning into daily practice. For reading or writing, repeat viewing is essential to keep improving.
We like to work with writers who have experienced much in life and bring their precious learning to others. Be it academic or otherwise, truth is what connects. It ideally advances people and society. Back the truth and you always back a winner.

Truth will always win

Over 630,000 copies sold in Japan

“The Best Way to See Through a Mind (ICH WEISS, WAS DU DENKST)” Series
by Thorsten Havener
(and Michael Spitzbart / DENKEN SIE NICHT AN EINEN BLAuen ELEFANtEN!)
translated by Mihoko Fukuhara
from Germany

Over 390,000 copies sold in Japan

“E-Squared” Series
by Pam Grout
translated by Naomi Sakurada
from the U.S.

Over 50,000 copies sold in Japan

“Beyond The Power of Your Subconscious Mind”
by C. James Jensen
translated by Akiko Osawa
from the U.S.

Over 630,000 copies sold in Japan

Over 390,000 copies sold in Japan

Over 50,000 copies sold in Japan

"Beyond The Power of Your Subconscious Mind"
by C. James Jensen
translated by Akiko Osawa
from the U.S.

Truth will always win
Why do we write books? Of course, we do it 100% for the readers.

You need to think about whether it’s a book that is worth the cost, and if it causes a change or leaves the reader satisfied. Always put yourself in the readers' shoes as you give shape to the most important message of the book.
“The Shack”  
by Wm. Paul Young  
translated by Toshiko Yoshida  
from the U.S.

“A New Earth”  
by Eckhart Tolle / translated by Toshiko Yoshida  
from the U.S.

“A Complaint Free World”  
by Will Bowen  
translated by Yukiko Takahashi  
from the U.S.

“Gut (DARM MIT CHARME)”  
by Giulia Enders  
translated by Tomoko Okamoto and Kei Hasegawa  
from Germany

“The Best Medicine Is You!  
(Le meilleur médicament, c'est vous!)”  
by Frédéric Saldmann  
translated by Yoshiaki Yamada  
from France

Original edition sold over 18 million copies in 39 countries

Original edition sold over 6 million copies

Original edition sold over 2 million copies

Original edition sold over 1 million copies

Original edition sold over 500,000 copies

When embarking on a book, go into it with the mind that you will produce a definitive work that will make even the author say that it's his/her greatest work.
Deepak Chopra’s Bestseller Series
by Deepak Chopra
translated by Susumu Sumitomo
from the U.S.

“Creating Affluence”

“The Ultimate Happiness Prescription”

Original edition sold over 8 million copies
“Agape (ÁGAPE)”
by Padre Marcelo Rossi
translated by Keisuke Izumi and Noriko Wada
from Brazil

Original edition sold over 5 million copies
“The Rainbow Troops (LASKAR PELANGI)”
by Andrea Hirata
translated by Hiroaki Kato and Shintaro Fukutake
from Indonesia

Finding the “diamond in the rough” in an unknown writer
An author’s first book is the one that overwhelmingly reflects their energy. Authors who are famous now were once unknown. Editors show their true skill when they bring out that initial explosive power and refine it into a book.
Read what other publishers have to say about Sunmark

Satisfied Sunmark customers from all over the world

“Publishing the English edition of *The Hidden Messages in Water* was a big step forward for our company.”

Richard Cohn, Publisher, Beyond Words Publishing, U.S.
(Published the U.S. edition of *The Hidden Messages in Water*. It became a bestseller, selling over 430,000 copies. They also published Rhonda Byrne’s *The Secret*, which also became a bestseller with over 10 million copies sold.)

“We are very glad that, together with Sunmark, we have been able to produce bestsellers in each other’s respective country. We look forward to maintaining a good relationship.”

Shin Kyong Lyol, Publisher, Thenan Contents Group, Korea
(Thenan Publishing’s book *Working like Samsung* was translated and distributed in Japan by Sunmark Publishing, where it became a bestseller. Likewise, Thenan Contents Group distributed *The Life-Changing Magic of Tidying Up* in Korea, which also became a bestseller.)
“The Life-Changing Magic of Tidying Up which was originally published by Sunmark became a bestseller here in Germany. I was not surprised – it is a great book and I’m happy that we could benefit from our relationship with Sunmark in this way.”

Carolin Mungard, Foreign Rights & Contracts Director, Rowohlt Verlag, Germany
(The Japanese edition of Germany’s bestseller Ich Weis, Was Da Denkte, which has sold over 350,000 copies in Germany, has sold more than 430,000 copies in Japan. The author has also made appearances in Japan. The German edition of The Life-Changing Magic of Tidying Up in Germany has been on the SPIEGEL bestseller list.)

““The Hidden Messages in Water has sold more than 1 million copies in China. Sunmark Publishing’s representative President Ueki is one of the most respectable editors I know.”

Mingjun Chen, President, Thinkingdom Media Group Ltd., China
(A multiple million-seller publisher that has published many Japanese books in China, from novellas to works of non-fiction. They are the fastest-growing publisher in China.)

“We have published many of Sunmark Publishing’s bestsellers and continue to exchange information with them. We are currently publishing in Italy, France and Spain and we plan to expand in other countries.”

Giorgio Gustavo Rosso, Chairman, Macro Gruppo Editoriale, Italy
(They published the Italian editions of A Great Revolution in the Brain World and The Enzyme Factor. They have a contract with Sunmark Publishing to exchange information about Japan, Asia and Europe.)

“The Taiwanese edition of The Enzyme Factor has sold more than 400,000 copies. We share a wonderful partnership with Sunmark Publishing. President Ueki and I often exchange information on bestsellers, and we talk of management policies.”

Cary Chien, President, The Eurasian Publishing Group, Taiwan
(A Taiwanese publisher that continues to make rapid progress and holds the record for publishing Taiwan’s first million-seller, The Secret.)
“The Life-Changing Magic of Tidying Up has sold more than 1 million copies in its first year and reached #1 on the New York Times bestseller list for 27 consecutive weeks. We are delighted to count Marie Kondo as one of our esteemed authors.”

Lisa Westmoreland, Senior Editor, Ten Speed Press, U.S.

“A nonfiction imprint of the Crown Publishing Group. The U.S. edition of The Life-Changing Magic of Tidying Up has become a million-seller and hit #1 in major bestseller lists such as Amazon, the New York Times, the Los Angeles Times, and Barnes & Noble.”

“We’d like to continue working with Sunmark Publishing, which has a very interesting booklist.”

Marie-Anne Jost-Kotik, Editorial Director, Editions First, France

“The French edition of The Life-Changing Magic of Tidying Up has sold more than 50,000 copies over the first four months, which is a great hit in France. They put much energy into book promotion by organizing interviews with major French media and inviting the author Marie Kondo to France for the Paris Book Fair.”

“I am happy to say that all books we have bought from Sunmark are very good in Vietnam, and are well received by Vietnamese readers. I would like to say ‘thank you so much’ to all our brothers and sisters at Sunmark, one of the best Japanese publishing houses.”

Dr. Nguyen Manh Hung, President, Thai Ha Books publishing house, Vietnam

“One of the major publishers in Vietnam and a member of the Central Committee of Vietnam Book and Publishing Association. They publish many translated masterpieces from overseas countries including Japan. They have released the Vietnamese edition of The Hidden Messages in Water.”

“I have had the pleasure to work together with the great people at Sunmark for over 10 years. On Sunmark’s behalf I have sold English-language rights for The Life-Changing Magic of Tidying Up to publishers in the U.S. and U.K., and the book has become an international bestseller. It has been the highlight of my professional career.”

Neil Gudovitz, President, Gudovitz & Company Literary Agency, U.S.

“(Neil represents The Life-Changing Magic of Tidying Up and has sold translation rights to publishers in more than 30 language-markets. He also has sold Sunmark Publishing rights for well-known titles such as books in the Conversations with God series and Eckhart Tolle’s A New Earth.)
Guided by the mission to put life’s energy in the hands of readers, Tokyo-based Sunmark Publishing publishes books about self-help/improvement, health, and general well-being. Company president and publisher Nobutaka Ueki says, “Everything that works in accordance with nature is important. A book to us is a form of energy. After working with an author to create an energy-filled book, we carry out a series of promotional campaigns to boost the book with even more energy.” Sunmark, he adds, produces positive-energy books that advocate the joy of living and seek to make his bestsellers available to overseas readers. The company’s current #1 title, The Life-Changing Magic of Cleaning Up by debut author Marie Kondo, for instance, has sold 1.25 million copies since January 2011 and is now available in Chinese, Korean, and German. It is #9 in Taiwan in overall sales through online bookstores. Editorial director Tomohiro Takahashi says, “The eight months spent polishing the manuscript with the author is worth every minute. We do not source the editorial function, and each of our 15 in-house editors works very closely with our authors.” For the editors to be able to contribute constructively to a book, Ueki ensures that “they do even more research than the author. That is our editorial principle.” Other new bestsellers include Yoshinori Nagumo’s Being Hungry Makes You Healthy (500,000 copies sold since its January 2012 release), Hiroyuki Kobayashi’s What Makes THAT Good for Your Health? (420,000 copies), and Junichiro Kameda’s Why Successful Business People Use Big Wallen (260,000 copies, with the Chinese edition now #4 on China’s online bookstore Dangdang.com). Last year, titles by Kondo, Kameda, and Kobayashi ranked #6 (in the general category), #7 (business), and #8 (nonfiction), respectively, on Japan’s best-sellers list. But for English-speaking readers, the most recognizable Sunmark title is perhaps Masaru Emoto’s The Hidden Messages in Water, which was a New York Times bestseller for 28 weeks after the English edition came out in 2004. Together, the English and German editions have sold more than half a million copies—a remarkable achievement for an author and publishing company scarcely known in the West. The Chinese edition, also published in 2004, has already surpassed the one million-copy mark. Then there is A Compass to Fulfillment by Kazuo Inamori (founder of Kyocera, an electronics company), published in 2005, with 1.7 million copies in circulation worldwide. For Ueki, his company’s sleeper hit remains Shigeo Haruyama’s 1995 book, A Great Revolution in the Brain World, the second bestselling title in Japan’s publishing history at that time, with sales exceeding 4.1 million copies. So far, Sunmark has five million-copy bestsellers, something that Ueki finds harder to achieve today when readers flit rapidly from one title to another. “Hitting one million copies or landing on the bestseller list is a byproduct of the process. We just want to publish the best for our readers. If the author is unknown, but the message is inspirational or powerful and would bring the right energy to our readers, we will publish it. In fact, unknown authors have even more potential to astound us with their popularity.” Not surprisingly, Sunmark ranks #1 in the Japanese book industry in the ratio of bestsellers to the number of books published. Translations account for roughly 15% of Sunmark’s catalogue. Richard Carlson’s Don’t Sweat the Small Stuff (7.34 million copies sold) and James Allen’s As a Man Thinketh (560,000 copies), for instance, rank #2 and #8, respectively, on its all-time bestseller list. German mind reader/entertainer Thorsten Havener’s Ich weiss, was du denkt, released last August, has already sold 420,000 copies. Surprisingly, Sunmark, which was established in 1971, has no advertising department. Instead, Ueki plans individualized promotional campaigns for each title based on what has worked for similar books. For Kondo’s title, for instance, Takahashi showed the book to 10 influential people in the blogosphere and magazine sector. Next came an advertisement with 17 reader comments in the Asahi Shimbun, one of the country’s five national newspapers. When the ad was placed, the book was being reprinted every other day to meet rising demand. More advertisements on Tokyo’s commuter trains and in other newspapers followed. “Newspaper advertising works very well in Japan, especially for health books. We also capitalize on TV programs about the author to promote her title,” says Ueki, whose sales team works to keep bookstore returns low. All Sunmark’s bestsellers boast a return rate of less than 2%.

—From the article in Publishers Weekly, May 21st, 2012
Rights Guide
A wonderful 4-week stretch program from the “queen of the splits”

“Even the Stiffest People Can Do the Splits With Ease”

by Eiko

Eiko, also known as the “queen of the splits,” is a yoga instructor and organizer of shake-yoga from Osaka. She became a yoga instructor after working as an aerobics instructor for 10 years. The video she released in 2015 called “Stretching techniques that will help stiff people be able to do the splits” went viral on Twitter and Facebook, reaching 2,500,000 views on YouTube.

Since childhood, many people have wished they could be more flexible. Doing the splits is seen as the epitome of flexibility, and we tend to feel jealous when we watch someone easily and gracefully do them. This book is for those with a stiff body who dream of doing the splits.

Start by doing two of the basic stretches every day. Then, add one new stretch to that routine every following week so that you will be doing a different set of three stretches every day. Continue this routine for no more than 5 minutes a day, and you’ll be doing perfect splits in just 4 weeks! Be aware that it may take a little longer for some people.

You’ll be moved to tears more than once!

“Before the Coffee Gets Cold”

by Toshikazu Kawaguchi

Toshikazu Kawaguchi was born in Osaka, Japan, in 1971. As a playwright, his most representative works include COUPLE, Sunset Song, and family time. This book is based on Before the Coffee Gets Cold, a play that won the 10th Suginami Drama Festival grand prize. This is his debut as an author.

An urban legend is circulating about a certain seat in a certain town’s coffee shop. If you use that seat, rumor has it you will be transported back to a time of your choice. But there are some very troublesome rules:

1. You can only meet people who have visited the coffee shop.
2. No matter what you do, you can’t change the present.
3. A customer will be sitting in your seat in the past. You have to wait until they’ve gone to sit down.
4. You can’t change seats.
5. Your time in the past starts when your coffee has been poured and ends once the coffee has gone cold. Those aren’t the only rules, but people still feel the need to visit the coffee shop after hearing the rumors. The coffee shop is called Funiculi Funicula. Would you still want to travel to the past under these conditions? This book tells the story of four heart-warming miracles that took place in this coffee shop.
All businessmen, politicians and military commanders have known this ancient “system” for getting prayers answered!

“Why Successful People Visit Shrines”
by Ryuhei Yagi

Ryuhei Yagi is a Doctor of Philosophy born in Kyoto in 1975 and is also a spiritual medium. Late one night in November of 2006, while writing his doctoral dissertation, he was visited by an image of Buddha in his dormitory and received a message. He has served as senior researcher at Fujitsu Laboratories and as guest lecturer at the Japan Advanced Institute of Science and Technology, and he currently teaches marketing at Aoyama Gakuin University.

It turns out that shrines are an age-old “system” for getting prayers answered. All successful people and rulers of Japan have utilized this system to obtain support from the gods in achieving success.

“A popular Chinese herbal medicine specialist’s groundbreaking hygiene practices that improve blood flow and bodily health.

“Good Blood Flow Can Resolve Everything”
by Akiyoshi Horie

Akiyoshi Horie is a Kampo medicine specialist, infertility counselor, owner of Horie Pharmacy and a representative on the board of directors for the Japan Association of Chinese Medicine. Born in Izumoshi, Japan, in 1974, he is the fourth generation of Chinese medicine pharmacists. After graduating with a pharmaceutical degree, he became fascinated with Oriental medicine, namely Chinese medicine. His approach consists of a synthesis of Western medicine, Chinese medicine and psychology, with a focus on blood flow. The approach works, having brought him great success as he’s dealt with over 50,000 cases including those related to infertility, depression, dieting and autonomic ataxia.

This book presents “ways to eliminate problems of the mind and body by increasing blood flow.” This may sound a little over the top, but it isn’t at all. The blood is responsible for providing oxygen and nutrients to the 60 trillion cells in our body and also influences the movement of neurotransmitters in the brain which trigger our happiness and energy hormones. If we have poor blood flow, our bodies will not receive the required support and nourishment, causing poor health. In other words, improving blood flow can do wonders for your body and mind! The author of this book, a Kampo medicine (Chinese herbal medicine) specialist, introduces ways to improve eating, sleeping and other everyday habits for better blood flow. You are encouraged to try all of these simple methods.
The amazing diet that has kept 30,000 people in shape, including Miss Universe winners and other celebrities, is now revealed.

“The "Trunk Muscle Reset Diet" That Top Models Have Kept Secret”

by Kenichi Sakuma

Kenichi Sakuma is a personal trainer. He has been the physical trainer for winners of the Miss Universe, Japan, in international and world pageants, along with top models and many non- celebrities. He has also worked with Miss International models from the US, France and the UK. He often is hired by talent agencies and has experience supervising magazine shoots and TV appearances.

The secret to models’ effortless weight loss lies in their trunk muscles. “Model trunk muscles” is a term used to describe the muscles that top models use but most women overlook. Learning to use these muscles more will increase your basal metabolism and burn more fat. This will also help you to use all of your muscles more evenly, resulting in slimmer hips, thighs, arms and tighter abs.

And that’s not all. Your body will become accustomed to using the model trunk muscles, meaning you can stop focusing on them in your exercises after a short time. This book also provides eating methods to cope with a “stagnant routine” and “overeating” and promotes “urgent weight loss.” You will no longer fail at a diet program due to a lack of a consistent routine or daily exercise. Obtain your ideal figure with the help of this book.

How to feel amazingly limber

“The World’s Best Way to Stretch”

by Nakano James Shuichi

Nakano James Shuichi is a physical trainer and fitness motivator born in 1971. He received health specialist certification at the American College of Sports Medicine and is also a member of the Adidas contract advisory board. Being one of the few sports trainers in Japan who specializes in both mental and physical guidance, he works as a personal trainer for a number of clients including top athletes.

There are a lot of good reasons to get interested in stretching. This book touches on all of them and provides the best ways to stay limber and feel great.

For more than 25 years author Nakano James Shuichi has trained top athletes, celebrities and other men and women of all ages. Working with many different body types, he found the stretch positions that work the best, even for those who are stiff and suffer from body pain. All of his most recommended stretch positions are introduced in this book.
A rumbling stomach is a sign that the cells in your body are at work!

“Being Hungry Makes You Healthy”
—— One meal a day and you’ll look 20 years younger!

by Yoshinori Nagumo

Yoshinori Nagumo was born in 1955, the fourth generation in a family of doctors. He’s the general director of the Nagumo Clinic. His father was Japan’s cosmetic surgery pioneer. After graduating from Tokyo Jikei University, Yoshinori Nagumo moved on to the Department of Plastic Surgery at Tokyo Women’s Medical University, where he studied cancer therapy. He then became the chief physician of the first lacteal gland medical office of Jikei Medical University Hospital and eventually began his own practice, Nagumo Clinic, which focuses on breast health. He is a medical doctor and is a breast specialist.

In recent years, a gene referred to as Sirtuin has gained a lot of attention. One condition for the switch on this life-governing gene to be activated is an empty stomach. In other words, the gene doesn’t become active unless you’re hungry for a period of time.

In modern times, however, people eat at meal times even if they aren’t hungry. This is believed to have harmful effects on the body because the human body isn’t designed to thrive in a constant state of satisfaction. Just by switching to having one meal a day, ailing parts of your body will be restored, you will revert to your healthy weight, your skin will gradually become younger, and your body will continually benefit in many ways!

A powerful health method approved by top doctors that takes only one minute a day!

“Use Thumb Stimulation to Rejuvenate Your Brain!”

by Yoshiya Hasegawa

Yoshiya Hasegawa was born in Nagoya, Japan. He graduated from the Nagoya City University Graduate School of Medical Sciences and Medical School as a doctor of medicine. As one of Japan’s leading cognitive impairment medical specialists, he treats up to 1,000 patients per month. His research on the relationship between the brain and fingers allowed him to develop “thumb stimulation,” which is a method proven to be the answer to cognitive impairment prevention and brain injury rehabilitation. This has gained him nationwide recognition, with requests for lectures and writing coming in regularly.

This book thoroughly discusses “thumb stimulation,” which has been causing quite a stir all over the country. Your fingers are thought to act as a “second brain,” and it’s long been said that people who keep their fingers busy stay sharp through old age. But how exactly should we be using our fingers? This book introduces a way to improve your brain’s health that cognitive impairment prevention experts stand behind. It improves blood flow, revitalizes, and rejuvenates. Try this miraculous health method right away!
Poignant online posts that are causing quite a stir! A self-enlightenment book written by a 10-year-old!

“Seeing, Knowing, Thinking”
by Bao Nakashima

Bao Nakashima is a 10-year-old homeschooled student born in 2005. His motto is to study what he wants from whom he likes. After attending seminars of well-known speakers by himself from the age of nine, he decided to write his own book at the age of ten. Seeing, Knowing, Thinking is his first authored work. His profound tweets have earned him the nickname of “the little philosopher.”

This book is a collection of the messages from a little philosopher. All of the sentences in this book are just as Bao wrote them. Aside from correcting spelling mistakes, adding proper punctuation and forming the material into paragraphs, nothing was actually added by the editor. For this book, the editor wanted the readers to experience the words of the 10-year-old as they were written, uninfluenced and unchanged.

Here are some of Bao's words:
"Humans live on the lives of plants and animals. Eating something even when you don't like it is wrong. If you don't like it, don't eat it. It's bad to be picky. We are receiving life. Be thankful for that."

125 pages
August 2016
ISBN978-4-7631-3477-6
170,000 copies sold
Rights sold to:
Germany, Korea, Norway, Taiwan

The highly anticipated debut novel from a popular scriptwriter behind a number of hit TV dramas.

“Seven Teachings That Could Make a Coward Boy Brave” — A Wonderful Adventure That Builds Confidence
by Shizuka Ouki

Shizuka Ouki is a scriptwriter born in Tokushima Prefecture, Japan. Putting her abundant life experience to good use, she has written for many popular TV dramas. Currently living in Hayama in Kanagawa Prefecture, she enjoys surfing and hula dancing. Seven Teachings That Could Make a Coward Boy Brave: A Wonderful Adventure That Builds Confidence is her first literary release.

This wonderful debut fantasy novel by a popular TV drama scriptwriter, Shizuka Ouki, will thrill you, encourage you, and make you cry. It’s about a young boy named Kira, who was born with blue hair and often called a monster. In his despair, he meets a spirit in the forest who shares a message from the gods. He sets out on an adventure searching for seven stones that grant wishes, and in the process comes across the true source of courage.

It’s a magnificently imagined world that will transform your heart and life.

268 pages
December 2015
ISBN978-4-7631-3511-7
60,000 copies sold
Rights sold to:
Korea, Taiwan, China, Thailand

(A sequel to this)
"Mirai and the Rainbow Wings"
331 pages
March 2017
ISBN978-4-7631-3606-0
15,000 copies sold
Rights: WORLD
Live in a clean room forever by using the life-changing KonMari Method for organizing and storing things

“The Life-Changing Magic of Tidying Up” Series
by Marie Kondo

① “The Life-Changing Magic of Tidying Up”
This book is based on the “once-cleaned, never-messy-again” method.
If you think that such a thing is impossible, then you especially should read this book.
The author, Marie “KonMari” Kondo, has made a name for herself as a famous cleaning consultant in Japan by making incredible changes to rooms, turning messy, cluttered-up living spaces into something as comfortable and well-kept as a hotel suite.
At the age of 5, she fell in love with reading homemaking magazines. Then in the 9th grade, she read a bestselling book called Throw-Out Skills. After that eye-opening experience, she began in earnest to study the art of cleaning. In her second year of college, she established a consulting business and developed the concept of the life-changing KonMari Method for organizing and storing.

② “The Life-Changing Magic of Tidying Up 2”
These are installments in the million-seller series The Life-Changing Magic of Tidying Up. They’re the long-awaited collector’s edition with full-color pages of pictures and illustrations!

③ “Experience the Magic of Tidying Up Every Day”
This is the long-awaited collector’s edition with full-color pages. The theme is simple: it is a book about how to realize a life of pulsing magic every day. It explains the basics of major cleaning in simple terms, from what order to follow when cleaning to how to fold clothes. For people who have already finished cleaning up, there are lots of small hints on how to achieve a KonMari style of living.
This is a useful book for people who are about to start cleaning, for those who are right in the middle of it, and for those who have already completed the task.

④ “The Illustrated Guide to The Life-Changing Magic of Tidying Up”
In this version, author Marie Kondo has constructed the book to incorporate an abundance of illustrations to go along with the 108 simple cleaning tips taken from her classes on organization — a reissue that is exactly what her legions of fans have been eagerly awaiting.
Think of it as the ultimate collection of the know-how of Marie Kondo — an encyclopedia of cleaning wizardry that will put your life back in order.
A cartoon character come to life to bless you with tidiness!

“The Life-Changing Manga of Tidying Up”
by Marie Kondo; illustrated by Yuko Uramoto

From the #1 New York Times bestselling author and lifestyle/cleaning guru Marie Kondo, this graphic novelization brings Kondo’s life-changing tidying method to life with the fun, quirky story of a woman who transforms her home, work, and love life using Kondo’s advice and inspiration. Marie Kondo presents the fictional story of Chiaki, a young woman in Tokyo who struggles with a cluttered apartment, messy love life, and lack of direction. After receiving complaints from her attractive next-door neighbor about the sad state of her balcony, Chiaki gets Kondo to take her on as a client. Through a series of entertaining and insightful lessons, Kondo helps Chiaki get her home—and life—in order. This insightful, illustrated case study is perfect for people looking for a fun introduction to the KonMari Method of tidying up, as well as tried-and-true fans of Marie Kondo eager for a new way to think about what sparks joy. Featuring illustrations by award-winning manga artist Yuko Uramoto, this book also makes a great read for manga and graphic novel lovers of all ages.

Sunmark’s sales have set one of the highest records in Japanese publishing history
Over 5.5 million copies sold in Japan

“A Great Revolution in the Brain World” Series
by Shigeo Haruyama

Shigeo Haruyama is a medical practitioner who began learning shiatsu and multiple healing methods from an early age. After graduating from the University of Tokyo he opened a hospital to practice methods that transcend traditional boundaries. Haruyama serves as director of the hospital, and has received much media attention for his far-reaching medical practices.

① “More Than Positive Thinking”
—— A Life-Transforming Hormone in the Brain
Clear and convincing evidence from medical and scientific researchers explains why positive thinking is such a potent medicine. The author offers sound advice that will change your life.

(Also Available)
② “Right Brain Power”
—— Endorphins, Laughter, and Exercises for the Brain

① 237 pages
June 1995
ISBN978-4-7631-9123-6
4.1 million copies sold
Rights sold to : Brazil, China, France, Germany, Indonesia, Italy, Korea, Lithuania, Mexico, Taiwan, Thailand
② ISBN978-4-7631-9159-5
1.3 million copies sold
Rights sold to : China, Indonesia, Korea, Taiwan, Thailand
Bestsellers

Worldwide acclaim!
Over 2.9 million copies sold worldwide

“The Hidden Messages in Water” Series
by Masaru Emoto

Masaru Emoto was born in Yokohama in 1943. He graduated from the Department of Humanities and Sciences at Yokohama City University, then established the IHM Corporation in 1986. Since being introduced to the concept of micro cluster water and Magnetic Resonance Analysis technology in the United States, Emoto has been engaged in water research from the perspective of an original thinker. Emoto is currently Director of the Board of IHM Corporation.

① “The Hidden Messages in Water”
This book reveals how water tells us the secrets of the Universe. Water becomes beautiful when surrounded by positive energy, and deformed when surrounded by negativity. Long-awaited photos show the real and amazing reactions of water-based ice crystals!

② “The Secret Life of Water”

Over 2 million copies sold in China alone!
The management philosophy of Kazuo Inamori, who saved Japan Airlines

“A Compass to Fulfillment”
—– Passion and Spirituality in Life and Business
by Kazuo Inamori

Kazuo Inamori was born in 1932 in Kagoshima Prefecture in Japan. He established the Kyoto Ceramic Company in 1959, now known as the Kyocera Corporation. After serving as President and Chairman of the Board, he became Chairman Emeritus in 1997. In 1984 he founded DDI Corporation (currently called KDDI) and was appointed Chairman of the Board. In 2001 he was appointed Honorary Advisor of KDDI Corporation. Inamori then became the president of Japan Airlines (JAL) in February of 2010. After working as a representative director, he was appointed Honorary Chairman of the Board of the Directors in February 2012.

Having founded and led to global success giant corporations such as Kyocera and KDDI, Kazuo Inamori has become renowned as the top management expert of our time. In this book, he reveals in its entirety the “life philosophy” that formed the cornerstone of his success. How should we plan and realize our dreams? What is the most important issue for humankind? What should future companies and nations aspire to? From personal rules in daily life, to ethics, morals, and ultimately to theories on civilization and even the universe, Inamori draws on every aspect of his life experience to lead his readers to the true meaning of human existence.
Learn how to live a long and healthy life from world-renowned New York and Tokyo-based surgeon Hiromi Shinya. Providing valuable insights from working with over 600,000 patients

“The Enzyme Factor” Series

by Hiromi Shinya

Dr. Shinya is Professor of Surgery at Albert Einstein College of Medicine of Yeshiva University and head of the endoscopic center at Beth Israel Medical Center in New York City. He was the pioneer of techniques in colonoscopy that remain in use today and have gained him worldwide renown. While born in 1935, Doctor Shinya still maintains active practices in both New York and Tokyo.

① “The Enzyme Factor”
His book takes you on a journey that shows how the body works and how miraculous it actually is. In easy-to-understand language you will learn what exactly is the key to a long and healthy life. Shinya shows us how our diet affects the one key element that maintains life. Even health experts will be astonished when they discover what Shinya believes is really healthy. With the right practical advice, easily put into practice, anyone can be free from sickness.

〈Also Available〉
② “The Enzyme Factor for Practice”
③ “The Enzyme Factor for Anti-Aging”

Masashi Saito M.D. is recognized across America, Europe and Japan for his unique anti-aging methods

“Raise Your Temperature and Improve Your Health” Series

by Masashi Saito

Masashi Saito M.D. is licensed in Japan, the United States and Europe as a professional anti-aging specialist. Sports professionals and CEOs of major corporations frequently visit his Manhattan-based medical clinic. Saito appears on TV frequently presenting his easy-to-follow practices that are further explained in his new book.

① “Raise Your Temperature and Improve Your Health”
It is believed a body temperature below 36°C (98.6°F) weakens human immunity and lowers the ability to stay healthy. Saito’s book describes a new method for raising your body temperature to improve health. He provides easy-to-follow exercises for muscle training with unique food suggestions such as bananas and cheese before and after working out. He also suggests boosting growth hormones by doing anaerobic and aerobic exercises one after the other. Saito’s book offers expert advice for staying in good health as we face the many demands of modern-day life.

〈Also Available〉
② “Raise Your Temperature and Improve Your Health for Practice”
Use medical insights to control your autonomic nervous system and stay healthy!

“What Makes THAT Good for Your Health?”
—— The Parasympathetic Nervous System Determines the Quality of Life

by Hiroyuki Kobayashi

Hiroyuki Kobayashi is a lecturer at the Juntendo University School of Medicine and is also the official sports doctor of the Japanese Sports Association. Over the course of 20 years of research on surgery, immunity, internal organs, transplantation surgery, nerves, water, and sports drinks, he has made some important discoveries. Kobayashi became acutely aware of the importance of balance in the sympathetic and parasympathetic nervous systems. He has successfully used this knowledge to help many top athletes and celebrities condition their bodies and improve performance.

Almost as important as the brain is the autonomic nervous system. Although its important role hasn’t always been well understood, a stable autonomic nervous system enables breathing, regulates the heartbeat and maintains the healthy condition of our bodies. Being able to control the autonomic nervous system would certainly allow us to stay more healthy throughout life. In this book, Hiroyuki Kobayashi presents concrete methods for controlling the autonomic nervous system and brings us closer to the secret of ultimate health management.

A former CEO of The Body Shop and Starbucks talks about how to become the kind of leader that people want to follow

“51 Keys to Becoming a Leader People Want to Follow” Series

by Matsuo Iwata

Matsuo Iwata was born in 1958. After gaining wide experience in several companies, he became the CEO of The Body Shop. Under his leadership, sales rose from 6.7 billion yen to 14 billion yen. Later as CEO of Starbucks Japan, he led it to better performance. His achievements were recognized when he was named one of the 100 Most Inspirational Alumni from the 37,000 graduates of the UCLA Business School — a distinction that only four Japanese have achieved. Mr. Iwata is currently following up post-investments at Innovation Network Corporation of Japan as he trains the next generation of leaders.

① “51 Keys to Becoming a Leader People Want to Follow”
When you hear the word “leader,” you probably imagine a charismatic person with strong leadership skills, excellent presentation and, simply put, the kind of person people are drawn to. The author asserts that anybody who works hard enough can become a leader. He shares 51 points on how to become the kind of person that people want to look up to.

(Also Available)
② “51 Keys to Becoming a Reliable Subordinate”

Rights sold to:
China, Indonesia, Korea, Taiwan, Thailand
What do people who attract money have in common? The surprising truth is revealed in the personal wallet habits of over 800 business owners

“Why Successful Business People Use Big Wallets”Series
by Junichiro Kameda

Junichiro Kameda is now a tax accountant and attorney. Through his job the author has seen hundreds of business owners’ wallets. He noticed that those who are doing well all have and practice one common cardinal rule. They keep their wallets well organized. A mindset that might seem to have no direct effect, in fact, does influence your financial situation when it gets put into practice. What kind of wallet are you using right now? What does the way you use it say about you? The positioning of your money represents how you live your life. By using your wallet as a “gate,” you can keep a close eye on your money, use your money skillfully, and thus achieve freedom in your life in the simplest and most effective way possible.

① “Why Successful Business People Use Big Wallets”
This financially helpful book began its genesis from when the author was still at a very young age. It started as he observed his father’s modest business tragically slide into bankruptcy. This affected young Junichiro Kameda in ways that no one could have expected. At one point, Junichiro became homeless. He recalls feeling deeply depressed, yet also feeling a sense of responsibility to protect others from financial problems.

(Also Available)
② “Why Successful Business People Value Small Coins”

Discovered through the latest advancements in brain science!
Rid your life of stress in just five minutes a day

“Techniques for Freeing Your Mind of Stress”Series
by Hideho Arita

Dr. Arita was born in Tokyo in 1948. After graduating from the University of Tokyo School of Medicine, he conducted clinical work at the Tokai University Tokyo Hospital and carried out basic neuroscience research at the University of Tsukuba’s Institute of Basic Medical Sciences. He has received wide recognition because of his theory that the functions of serotonin in the brain can explain the effect that zazen (meditation and breath control) has on the mind and body, establishing himself as a leading serotonin researcher. In recent years, he has promoted “serotonin training” as a way to help people with depression and anger issues regain their mental and physical health.

① “Techniques for Freeing Your Mind of Stress”
The reason we can’t understand stress is that we associate it with the heart. Stress is actually experienced in the brain. So by understanding how the brain works, we can find effective methods for dealing with stress. This book introduces such methods, which can be divided into two main types. The first is rhythmic movement, resulting in an increase in serotonin. The second method, which takes only a moment, is referred to as “crying life.” Neither method is hard to implement. In fact, five minutes a day is all you need to deal with stress for the rest of your life.

(Also Available)
② “Life Without Stress”
A touching true story about family ties, humorously illustrated in manga

“My Mother’s Schizophrenia and I” Series
by Yuki Nakamura

Yuki Nakamura was born in Osaka, Japan. After being employed at a department store, she decided to work for a professional manga artist as an assistant. There she met Taki, whom she soon married. This is Ms. Nakamura’s first published work, which to everyone’s surprise, including hers, soon became a bestseller in Japan.

① “My Mother’s Schizophrenia and I”
What if your mother suffers from schizophrenia?
What if she often tries to commit suicide with a butcher knife in her hand?
What if she approaches you in the middle of the night screaming “I’ll kill you”??
The author’s mother was like this and even worse, and her father had been addicted to gambling since the author was only four years old. Was she in despair? Sometimes she was. But she bravely took her mother to hospitals and social workers, and her mother got better. This is a remarkable account of a family, humorously illustrated in manga, with helpful suggestions on how to rebuild a family that once faced collapse.

〈Also Available〉
② “My Mother’s Schizophrenia and I – The Bonds with Family

“The Divine Code of Life” Series
by Kazuo Murakami

Kazuo Murakami is Professor Emeritus at the University of Tsukuba. He was appointed Professor of Applied Biochemistry in 1978, and he began research into genetics. In 1983, he successfully decoded the enzyme renin, a hidden factor behind high blood pressure, gaining worldwide recognition for his achievement.

① “The Divine Code of Life”
Awaken Your Genes & Discover Hidden Talents
The life and philosophy of a global scientist who never ceases to be awed at the great power of nature (which he calls “something great”) that enables a vast amount of genetic code to be written in an infinitesimally small space. A leading figure in cutting-edge biotechnology, author Murakami draws on the fruits of his latest research to propose that we all live with our genes “switched on,” explaining in layman’s terms the mechanism of the human body that enables us to keep developing our talents, whatever age we may be.

〈Also Available〉
② “The Secret Code of Life
How We Receive Important Messages in Difficult Situations
③ “SWITCH”

Positive thinking awakens the genes and happiness inside you
Good books sell well, and there are no good books that do not sell. Simply aiming to make good books is only half the task. For professionals, producing a good book goes without saying. An editor's true ability and even the fate of a book greatly depend on whether the editor can fully devote him/herself to turning a good book into one that will sell well.
“Lessons From a Sadistic Universe When I Was 20,000,000 Yen in Debt”  
by Hiroshi Koike

Can spirituality actually change your life? When drowning in debt, try this method of borrowing strength from the universe to turn your life around! This book tells the true story about what happened to a man after he began implementing various spiritual teachings into his life, having been on the verge of bankruptcy.

271 pages  
September 2016  
ISBN978-4-7631-3562-7  
130,000 copies sold  
Rights sold to: Korea, Thailand

“A Woman’s Fate Changes with Her Hair”  
by Yumi Sato

Author Yumi Sato, who has worked for 15 years as a fashion magazine hairstylist, says that hair is much more important than clothing or makeup. The reason is how a woman is perceived is determined by her hair. Changing your appearance will change the way others treat you and is the quickest, most reliable way to change your personality and improve your luck.

191 pages  
June 2016  
ISBN978-4-7631-3563-6  
70,000 copies sold  
Rights sold to: Korea

“Go Crazy for What You Really Love”  
by Hideo Hosono

This is the first book by Hideo Hosono, a material scientist who has received worldwide attention for discoveries that defy conventional scientific thought. How did these discoveries that grabbed worldwide attention come about? Read this book and you too can become an eyewitness to historical discoveries!

207 pages  
March 2010  
ISBN978-4-7631-9995-9  
7,000 copies sold  
Rights: WORLD

“Words to Wake Up To”  
by Kotaro Hisui

We are reborn whenever we welcome a new day. So good and priceless words can give us the energy to step into a new day when we wake up in the morning. Sometimes they’ll make you chuckle and other times you’ll be deeply touched. This book, filled with energizing quotes, will add flare to your mornings.

253 pages  
August 2011  
ISBN978-4-7631-3166-9  
17,000 copies sold  
Rights sold to: Korea

Making a book out of the author’s core message

If you just edit a book to give it a theme that you think might be popular, you will only end up scattering the energy that the author put into the book. By focusing on an unusual, yet essential part that maybe even the author had never realized, you can produce a book that is full of the author’s original energy.
The bizarre is when things are different from their generational norm. These things actually have the potential to make something that will bring forth the next generation. Just as many living things adapt when presented with a sudden change, new bestsellers come about when there's a fresh new image or surprise.
“Mysterious Pictures That Bring Good Luck”  
by FUMITO

Author FUMITO, also a creative producer who does space design, has the ability to see the “invisible presence” of spirits, fairies, dragons, UFOs, and angels. Looking at the “mysterious pictures” in this book will allow you to get in touch with this invisible world. When this happens, you will be able to break free from all limitations and assumptions and open your mind to unlimited possibilities.

123 pages  
August 2015  
ISBN978-4-7631-3478-3  
63,000 copies sold  
Rights sold to : Taiwan

“What Makes Dreams Come True?”  
by Hisatsugu Ishida

“Your life choices are based entirely on assumption.” This is what a millionaire businessman told the author when he was a poor working man. Once he decided to test this theory, 90 percent of his desires became a reality. The enlightenment process that this book explains is one that anybody can easily take part in having special powers or being superhuman.

296 pages  
July 2014  
ISBN978-4-7631-3382-3  
53,000 copies sold  
Rights sold to : China, Korea, Taiwan

“A Book of Sacred Images That Will Increase Your Luck”  
by Ere Maria

This book contains pictures of many sacred or legendary entities, including angels, fairies, dragons, the Chinese phoenix, Pegasus, unicorns, dolphins, mermaids and goddesses. All the paintings are by author Ere Maria, whose inspiration came from these very sacred sources. That’s why the drawings of sacred beings exude such powerful energy. So, it follows that magical luck comes to the people who see these paintings.

188 pages  
October 2013  
ISBN978-4-7631-6032-4  
25,000 copies sold  
Rights sold to : Korea

“How to Connect with Your Mischievous Inner Self”  
by Yukimasa Kinjo

Connecting with your inner self is important in achieving happiness. We have many different types of beings living within us, from the long sleeper to the passionate dreamer. Mr. Kinjo skillfully blends the truth of the universe with a light, humorous approach to explaining happiness. He’ll make you laugh, then cry, then laugh again as you achieve understanding concerning your innermost self.

300 pages  
June 2015  
ISBN978-4-7631-3464-6  
90,000 copies sold  
Rights sold to : Taiwan

An editor who cannot decide on a goal is not an editor
“Road to Success”
by Yasushi Ono

This book introduces the origins and development of this Japanese method for success. An ancient, little-known Shinto method for making dreams come true is now available in a digital format that can be effectively used by anyone. All you have to do is play the CD of Vocaloid Shinto purification prayers provided with this book.

202 pages
August 2016
ISBN978-4-7631-3533-9
20,000 copies sold
Rights : WORLD

“Get Your Finances in Order”
by Ai Ichii

Your wallet is filled with wrinkled receipts and cards. You have multiple bankbooks floating around. Things are going to waste in the fridge, and balancing your accounts is troublesome. If this describes you, we have some good news. A popular financial consultant reveals in this book a way to dramatically change your life and financial situation.

207 pages
February 2016
ISBN978-4-7631-3526-1
65,000 copies sold
Rights sold to : Korea, Taiwan, Thailand

“One-Minute Magic Spells for Every Morning”
by Ichigo Natsuno

The author is a professional photographer, and has also gained popularity as an active witch. Read this book, discover your favorite morning spells from the 111 spells provided in the book, and try them out for yourself. You’re sure to find the answers to the worries and problems you’re dealing with now!

191 pages
May 2011
ISBN978-4-7631-3142-3
7,000 copies sold
Rights : WORLD

“How to Highlight a Book Like One of the Elite”
by Eiji Doi

Reading is about finding the “one line” out of thousands that shapes your future. In this book, the editor of the popular business book review magazine Business Book Marathon and charismatic producer who introduces bestselling books to the rest of the world fully discloses a slew of recommended books along with useful reading tips.

240 pages
October 2016
16,000 copies sold
Rights sold to : Korea, Taiwan

Publishing books with surprises that reverse common sense

People are able to change when they are surprised by something. Change is growth. Strive to produce books that can change readers and eventually the world. Create books that shed light on a future that our generation has not yet discovered.
Bestsellers are created when you provide unprecedented answers that resonate with readers. When we publish books, we don’t assume they will sell well because of the author or the content. We believe that books that contain "uncommon sense" are the ones that are really valuable.
“How Toyota Taught Me to Consolidate Information into a Single Page” by Suguru Asada

At Toyota, the world’s largest automobile corporation, there is one basic thing that all employees take for granted. It is the practice of consolidating all necessary information into a single piece of paper. Drawing from the essence of the “1 page” approach that the author learned there, he has developed an organizational system that can be applied to various work-related settings.

210 pages
February 2015
ISBN978-4-7631-3411-0
160,000 copies sold
Rights sold to: China, Korea, Taiwan, Thailand

“You Can Do Almost Anything If You Prepare” by Tadamitsu Matsui

The author of this book helped Muji, a large Japanese retailer, turn their business around in just two years, not only bringing them out of the red, but also allowing them to reach record sales numbers more than once. This book gives insights into the difficulties and failures he experienced along the way and describes the resulting “work philosophy” that Mr. Matsui now incorporates into his business.

189 pages
May 2015
ISBN978-4-7631-3459-2
12,000 copies sold
Rights sold to: China, Taiwan

“The Stanford Method for Ultimate Sound Sleep” by Seiji Nishino

A leading Japanese professor who currently works at Stanford, a “sleep research Mecca” which has produced many famous researchers, reveals how to get the best sleep possible. This one book will solve all of your sleep-related problems in one fell swoop, including difficulties with falling asleep, waking up early, and staying awake throughout the day.

251 pages
March 2017
140,000 copies sold
Rights sold to: China, Korea, Taiwan

“What Do the Elite Do When They Get Tired at Work?” by Shogo Sasaki

Sometimes we’re unable to work as hard as we need to, feel low from making mistakes, don’t feel like going to work, or get tired at work. Dramatically improving work performance has nothing to do with talent or skill but with the mind. With this definitive book, the author, an expert in professional working proficiency, introduces a “business-met psychology” concept.

164 pages
November 2015
ISBN978-4-7631-3501-8
6,000 copies sold
Rights sold to: Taiwan, Thailand

Passing on the energy in the books to the readers

Books contain a combined energy of all the people that pour their energy into them. From the author, to all the people involved up to the time the books reach their readers. The more energy a book contains, the more people talk about it and spread news about it. For that reason, each person working on a Sunmark book plays their part to ensure that the energy reaches its highest level.
“Memory Techniques” by Makoto Ito

Mr. Makoto Ito, a well-known “charismatic principal” and principal of the Ito Preparatory School, says that you can strengthen your memory throughout your life. In this book, the author introduces techniques that he has developed while teaching many students. This method is designed to give people complete freedom in controlling their memory.

173 pages
March 2012
ISBN978-4-7631-3576-6
90,000 copies sold
Rights sold to: China, Taiwan, Thailand

“Thought Training” by Makoto Ito

What does it mean to “think”? We’ve been told time and time again to think for ourselves. However, nobody has ever taught us exactly how to go about it. In this book, the author, who is known in the bar examination world as a “charismatic principal,” shares the methodology needed to become a strong thinker.

173 pages
August 2015
ISBN978-4-7631-3437-0
16,000 copies sold
Rights sold to: Taiwan

“Techniques for Keeping Your Body Young” by Shigeo Ota

It’s believed that everyone will battle with old age eventually. Author Shigeo Ota states that this is a huge misconception and the ability to maintain youth is inborn. From the day you are born until the day you die, your body is equipped with the power to reverse the aging process.

223 pages
October 2010
40,000 copies sold
Rights sold to: China, Korea, Taiwan

“A Neurosurgeon Explains How to Avoid Illness with Nerve Cleansing” by Chiaki Kudo

After examining over 390,000 patients, the author realized that “rejuvenating nerves can prevent all kinds of illnesses,” giving birth to a new health method called “nerve cleansing.” This book discusses in layman’s terms the undeniable connection between the body’s nerves and our health. Obtain a stronger, healthier body by becoming familiar with the information in this book.

222 pages
December 2016
ISBN978-4-7631-3576-6
35,000 copies sold
Rights sold to: Korea, Taiwan

Valuing challenges over security

It’s impossible to produce books that are loved by readers and have an impact on people’s lives unless you always set your mind on work that goes beyond the confines of “work.” Venture out and don’t be discouraged if you fail the first time. Later on, the chances you take will pay off and lead to even bigger success.
“Correcting your posture not only improves muscle stiffness, but also alleviates symptoms that affect the brain and nervous system. This may sound frightening at first, but it should be reassuring to know that simply correcting your posture can eliminate many of your health worries. This theory has been tested and proven by Doctor Nakano, who has helped over 150,000 patients of all ages.”

“Everyday wants to avoid illness, poor health, and pain, or at the very least keep related symptoms from growing worse. “Intense heat stimulation” is the answer. Having done close to 1,000,000 check-ups, the author, Kuniaki Imoto, tells about a health method he discovered. This method is highly effective, simple, and requires no special preparation.”

“Simplicity is indeed truth. The truth is written in simple language that is easy to understand. It’s actually easier to write something complicated. You can tell the real ability of an author if they are able to simplify both easy and difficult subject matter into something that people can understand without any difficulty. Allowing one to think about the message, not the medium it is conveyed by.”
“"Ki" Cures Your Diseases”
by Koichi Tohei

Despite being aware of its close relation to health, contemporary society continues to downplay sleep. Sufficient sleep is the foundation of good health. With reference to the latest medical research and several examples of patients, this book explains the importance of sleep, why too little or too much sleep is bad for the body and how to improve sleeping habits.

Learn what Ki is and how you can use Ki to improve your health and quality of life. Every single second the exchange of Ki with the rest of the universe enables you to survive.

221 pages
July 1993
15,000 copies sold
Rights sold to : France, Germany, Taiwan

Health & Beauty

“Proper Sleeping Habits to Prevent Disease”
by Souichiro Miyazaki

Once a book gets big enough to have a public response, you can begin great endeavors without fear of risk. It is important to have the attitude to try the right things at the right time, based on your own ideas and without worrying about past events.

206 pages
November 2010
ISBN978-4-7631-3104-1
7,000 copies sold
Rights sold to : China, Korea, Taiwan

Lifestyle

“You Are What You Ate Six Months Ago”
by Aya Murayama

Dr. Jones is an expert in functional medicine who has gained the trust of Hollywood stars, the Saudi Arabian royal family, and the world’s top executives. In this book, he explains how to get your mind and body into the greatest condition possible. Anyone who wants to live a youthful, energetic life that is free of illness can do so with the help of this book.

This book is about how to control your appetite and eat what you want, as much as you want, in a healthy way without adding weight. In simple terms, controlling your appetite is about wanting to eat things that are good for your body. If you change what you want to eat instead of what you eat, you will genuinely begin to desire healthy food. This book will show you how to do that.

205 pages
December 2013
ISBN978-4-7631-3316-8
91,000 copies sold
Rights sold to : China, Germany, Korea, Taiwan, Thailand

“The Best Eating Habits That Changed the Lives of Top Executives”
by Isaac H. Jones; Supervised by Takuji Shirasawa

Dr. Jones is an expert in functional medicine who has gained the trust of Hollywood stars, the Saudi Arabian royal family, and the world’s top executives. In this book, he explains how to get your mind and body into the greatest condition possible. Anyone who wants to live a youthful, energetic life that is free of illness can do so with the help of this book.

171 pages
April 2016
ISBN978-4-7631-3519-3
25,000 copies sold
Rights : WORLD

There is no success without difficulty

“Ki” Cures Your Diseases”

“You Are What You Ate Six Months Ago”

“The Best Eating Habits That Changed the Lives of Top Executives”

“Proper Sleeping Habits to Prevent Disease”

Learn what Ki is and how you can use Ki to improve your health and quality of life. Every single second the exchange of Ki with the rest of the universe enables you to survive.

Despite being aware of its close relation to health, contemporary society continues to downplay sleep. Sufficient sleep is the foundation of good health. With reference to the latest medical research and several examples of patients, this book explains the importance of sleep, why too little or too much sleep is bad for the body and how to improve sleeping habits.

This book is about how to control your appetite and eat what you want, as much as you want, in a healthy way without adding weight. In simple terms, controlling your appetite is about wanting to eat things that are good for your body. If you change what you want to eat instead of what you eat, you will genuinely begin to desire healthy food. This book will show you how to do that.

Dr. Jones is an expert in functional medicine who has gained the trust of Hollywood stars, the Saudi Arabian royal family, and the world’s top executives. In this book, he explains how to get your mind and body into the greatest condition possible. Anyone who wants to live a youthful, energetic life that is free of illness can do so with the help of this book.

There is no success without difficulty

Once a book gets big enough to have a public response, you can begin great endeavors without fear of risk. It is important to have the attitude to try the right things at the right time, based on your own ideas and without worrying about past events.
“The Best Way in the World to Run and Lose Weight!”
by Nakano James Shuichi

Along with clear explanations of the three main steps, this book is also full of information useful to anyone who has thought about taking up running, quit running due to injury or a loss of motivation, or anyone who hasn’t been successful in losing weight through previous experiences with running.

238 pages
February 2015
ISBN978-4-7631-3435-6
61,000 copies sold
Rights sold to: China, Korea, Taiwan, Thailand

“Burn Fat With High-Intensity Interval Training” (DVD incl.)
by Takashi Okada

The whole world is talking about HIIT (high-intensity Interval training), an amazing 4-minute workout method that initially burns 100 calories, allowing the body to continue burning up to 1,000 more calories post-workout. It takes only a few minutes at home, with no need for workout machines or gym visits.

126 pages
March 2016
ISBN978-4-7631-3496-7
26,000 copies sold
Rights sold to: China, Taiwan

“You Can Allow the Ball to Fly Straight and Far”
by Shinichi Arai

Your senses of sight and touch are important when playing golf, and the secrets thoroughly explained in this book are done in a way that makes them easy to apply once behind the ball. Just spending some minutes at home digesting these drills will bring immediate improvement to your game.

173 pages
May 2015
ISBN978-4-7631-3451-6
30,000 copies sold
Rights sold to: Taiwan

“Interesting Modern Physics” — That Will Change the Way You See the World
by Kaoru Takeuchi

For ages, physicists have searched for the truth of this world. This search has brought them to discover two revolutionary theories, the theory of relativity and quantum physics. These theories that changed human history are explained in an easy-to-understand way that even junior high school students could grasp.

297 pages
March 2015
ISBN978-4-7631-6062-1
7,000 copies sold
Rights sold to: Korea

“If You Could Communicate With Animals
by Sachi Morinaga

“I love you, Mom (owner)!“
“I want to play outside longer.“
Animals do have these and other similar thoughts, and we can often be moved to tears or laughter by truly connecting with them. In this book, the author recounts her experiences of speaking with animals, sharing with us the true thoughts and feelings that are often ignored.

222 pages
November 2014
ISBN978-4-7631-3406-6
7,000 copies sold
Rights: WORLD

Thinking of the positive vector

If the people producing a book are determined to make it a success, the book is on its way to becoming a bestseller. If the writers themselves don’t set their goals high and have a clear vision of the prospects, they won’t be able to see the course they should take to get there.
"An Earth Saving Revolution" — Solutions to Problems in Agriculture, the Environment and Medicine
by Teruo Higa

The first comprehensive, authoritative explanation of Effective Microorganism (EM) technology. It's a revolutionary new concept that has attracted widespread international attention.

223 pages
October 1993
ISBN978-4-7631-9084-0
266,000 copies sold
Rights sold to: China, Croatia, Denmark, Germany, Greece, Hungary, Italy, Korea, Netherlands, Philippines, Spain, Taiwan, Thailand

"Composting With EM" — For Gardening and Farming
by Teruo Higa

An easy-to-use, comprehensive guide that covers every type of EM application from making fertilizer out of kitchen scraps to growing vegetables.

255 pages
June 1995
54,000 copies sold
Rights sold to: Germany

"Life Saving EM-X (Revised Version)" — A Physician’s Testimony of the Healing Powers of EM
by Shigeru Tanaka

Dr. Tanaka presents astounding facts concerning EM-X, a beverage produced with microorganisms. EM-X has been effectively used to treat such diseases as cancer, diabetes, and rheumatism.

253 pages
December 2002
ISBN978-4-7631-9476-3
63,000 copies sold
Rights sold to: Germany, Korea, Taiwan

"As a Man Thinketh" (A manga version)
by James Allen
illustrated by Sachiko Takami, dramatized by Takao Koyama

Responding to requests from those who follow James Allen’s way of thinking, we have published a manga version of the essence of his work. This book is revolutionary, turning written messages into visual ones, without changing the essential value of a true classic.

206 pages
December 2009
40,000 copies sold
Rights: WORLD

"Conversations with God " — Finding the Universe, Finding Yourself (A manga version)
by Neale Donald Walsch
illustrated by Enmo Takenawa

This timeless masterpiece and bestseller has finally been published in comic-book form. It tells the powerful story of how things never seemed to go the main character’s way. Until by chance he began having conversations with God to find his purpose in life.

175 pages
March 2011
ISBN978-4-7631-3105-8
13,000 copies sold
Rights: WORLD

"Don’t Sweat the Small Stuff" — And It’s All Small Stuff (A manga version)
by Richard Carlson
illustrated by Chikako Matsukawa

This is the comic-book version of the bestseller that touched people from 11 to 94 years old. Everyone worries and gets frustrated about things in their everyday lives, but this comic book is packed with practical hints about how not to get caught up in “the small stuff.”

143 pages
October 2010
ISBN978-4-7631-3069-3
65,000 copies sold
Rights: WORLD

How to learn from the naturally occurring principles of life

The natural universal principles of life govern more than we easily recognize. Everything from living things, to the rise and decline of businesses and nations, are all governed by natural universal principles. Sunmark keeps all this in mind when thinking about the direction that a book is likely to take. We keep our goals high, while being aware of staying in harmony with the natural principles of life.
“Everyone Says It: We’ll Meet Again” by Yasushi Kitagawa

A boy’s relationship with ordinary grownups leads to an unforgettable experience. The main character is 17-year-old Kanya Akizuki, a high school student. During a time when he has just started thinking about life, the grownups he meets give him advice which is as valuable as sparkling gems.

Yasushi Kitagawa is the author of bestselling novels that moved readers all over the country. This one is a powerful story that centers on the world of elementary and junior high school students and the lifestyles of their parents’ generation. What is Oibesan? The ending will surprise you!

A million-seller publishing company operated by a select few

A picture book for expecting mothers who want “prenatal bonding.” The delightful illustrations and loving text will soothe and refresh all hearts.

Even though Sunmark has only 50 employees, by concentrating effort on their work without restricting themselves to areas of responsibility, Sunmark has so far been able to produce six million-selling books.

“Oibesan and the Unusual Mother and Child” by Yasushi Kitagawa

Yasushi Kitagawa is the author of bestselling novels that moved readers all over the country. This one is a powerful story that centers on the world of elementary and junior high school students and the lifestyles of their parents’ generation. What is Oibesan? The ending will surprise you!

Although this little baby can’t talk yet, it sure loves Mommy a lot! Immerse yourself in how precious a little bundle of joy can be.

“One Day, the protagonist, Souta, passes out on the side of the road because of heatstroke. When he wakes up, he finds himself in the bar from a movie called Ladybird... This is a brand-new story with vivid characters by a master of youth novels who always paints an accurate picture of life as a teenager.

Even though Sunmark has only 50 employees, by concentrating effort on their work without restricting themselves to areas of responsibility, Sunmark has so far been able to produce six million-selling books.

“My Six Days With the Secret Society "Ladybird"” by Yasushi Kitagawa

Every person in the world is born handicapped in some way. This beautiful, heartwarming picture book is for everyone who appreciates, or wants to appreciate, the wonderful gift of life that we have all been blessed with.
“A Festival of Life”
by Kazuhsa Kuaba; illustrated by Motonao Heianza

How wonderful it is to be alive!
Through children and adults thinking together,
we can understand the workings of life and the importance of connecting.
Such a beautiful story that more than 200,000 people have enjoyed.
A Festival of Life.

27 pages
October 2004
ISBN: 978-4-7631-9611-8
230,000 copies sold
Rights sold to: China, Korea, Taiwan

“A Festival of Life”
by Kazuhsa Kuaba; illustrated by Motonao Heianza

How wonderful it is to be alive!
Through children and adults thinking together,
we can understand the workings of life and the importance of connecting.
Such a beautiful story that more than 200,000 people have enjoyed.
A Festival of Life.

27 pages
October 2004
ISBN: 978-4-7631-9611-8
230,000 copies sold
Rights sold to: China, Korea, Taiwan

“Up-Side-Down-Side-Up”
by Fumito Ito

An experience of the senses showing that a look at things from the opposite angle that is upside-down can change the story completely.
A bestseller which has enthralled over 100,000 children.

25 pages
June 2008
ISBN: 978-4-7631-9848-8
29,000 copies sold
Rights sold to: China

“Up-Side-Down-Side-Up”
by Fumito Ito

An experience of the senses showing that a look at things from the opposite angle that is upside-down can change the story completely.
A bestseller which has enthralled over 100,000 children.

25 pages
June 2008
ISBN: 978-4-7631-9848-8
29,000 copies sold
Rights sold to: China

“The Santa Passport”
by Nobumi

This is a Christmas story unlike any other.
It goes against the current trend of people expecting that they can easily receive whatever present they wish for.
What a refreshing message this is: “You cannot get a Christmas present unless you do 100 good deeds.”

32 pages
November 2016
ISBN: 978-4-7631-3578-0
10,000 copies sold
Rights sold to: China, Korea, Taiwan

“The Santa Passport”
by Nobumi

This is a Christmas story unlike any other.
It goes against the current trend of people expecting that they can easily receive whatever present they wish for.
What a refreshing message this is: “You cannot get a Christmas present unless you do 100 good deeds.”

32 pages
November 2016
ISBN: 978-4-7631-3578-0
10,000 copies sold
Rights sold to: China, Korea, Taiwan

“God on Top of My Head”
by Nobumi

In the process of showing various things to An-chan, the main character in the story, God taught her something important.
This is a heartwarming picture book that will make you want to experience the importance of “kindness” together with your child.

32 pages
June 2016
ISBN: 978-4-7631-3553-7
14,000 copies sold
Rights sold to: China

“God on Top of My Head”
by Nobumi

In the process of showing various things to An-chan, the main character in the story, God taught her something important.
This is a heartwarming picture book that will make you want to experience the importance of “kindness” together with your child.

32 pages
June 2016
ISBN: 978-4-7631-3553-7
14,000 copies sold
Rights sold to: China

We are not satisfied with results that are within our expectations

Rather than be content when a book is well received, we constantly think of ways to extend its potential.
Even for books that have only been on sale for a few hours, we think about the timing for a second and third release.
Once again actively planning how to extend the sales.
Having the courage to keep changing!

In order to change the world through your work, the first thing you need to do is decisively change yourself. Rather than rely only on instructions that were given in the past, refuse to be satisfied with the status quo. Be determined to continue growing day by day and you will melt preconceptions.

Turning bestsellers into enduring bestsellers

For publishers, enduring bestsellers are invaluable. For example, 50,000 reprints of a book are comparable to the value of 10 new publications. Having said that, publishers always need to focus not only on new books, but also on books that are already in print to ensure that they continue to sell for a long time.

Giving importance to the ideas of the individual salesperson

The bookstore is where it all happens in our industry. Some information can only be acquired when salespeople head out to the bookstores where they can be closest to the readers. This also allows them to be communicating with bookstore employees as much as possible. Suggestions from bookstores are some of the most valuable insights we learn about our promotions.

Giving it everything to increase the total number of copies sold

All Sunmark employees ascertain the possibilities for a new book and work as a team to actively promote it. By doing so, the one book promotion can lead to 10 times the initial response and at times even more than a hundred times the response.

Let go of limitations! The sky is the limit

Even when it seems like the response to a book has subsided, you never know what could rekindle its popularity. Sometimes sales can increase beyond your expectations after a sudden push from TV exposure or when the author is interviewed. For this reason, we always keep the possibility of long-term sellers in mind.

<table>
<thead>
<tr>
<th>Title</th>
<th>Copies sold</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A Great Revolution in the Brain World</td>
<td>4,100,000</td>
<td>June 1995</td>
</tr>
<tr>
<td>2. The Life-Changing Magic of Tidying Up</td>
<td>1,590,000</td>
<td>December 2010</td>
</tr>
<tr>
<td>3. The Enzyme Factor</td>
<td>1,408,000</td>
<td>July 2004</td>
</tr>
<tr>
<td>4. A Great Revolution in the Brain World 2</td>
<td>1,340,000</td>
<td>October 1996</td>
</tr>
<tr>
<td>5. A Compass to Fulfillment</td>
<td>1,250,000</td>
<td>August 2004</td>
</tr>
<tr>
<td>6. Even the Stiffest People Can Do the Splits With Ease</td>
<td>1,000,000</td>
<td>April 2016</td>
</tr>
<tr>
<td>7. Raise Your Temperature and Improve Your Health</td>
<td>700,000</td>
<td>March 2009</td>
</tr>
<tr>
<td>8. What Makes THAT Good for Your Health?</td>
<td>520,000</td>
<td>April 2011</td>
</tr>
<tr>
<td>9. Before the Coffee Gets Cold</td>
<td>520,000</td>
<td>December 2015</td>
</tr>
<tr>
<td>10. Illnesses Caused by Mothers</td>
<td>507,000</td>
<td>July 1979</td>
</tr>
<tr>
<td>11. Being Hungry Makes You Healthy</td>
<td>500,000</td>
<td>January 2012</td>
</tr>
<tr>
<td>12. The “Trunk Muscle Reset Diet” That Top Models Have Kept Secret</td>
<td>430,000</td>
<td>May 2007</td>
</tr>
<tr>
<td>13. 51 Keys to Becoming a Leader People Want to Follow</td>
<td>354,000</td>
<td>October 2012</td>
</tr>
<tr>
<td>14. The Enzyme Factor for Practice</td>
<td>340,000</td>
<td>January 2007</td>
</tr>
<tr>
<td>15. The Life-Changing Magic of Tidying Up 2</td>
<td>330,000</td>
<td>October 2012</td>
</tr>
<tr>
<td>16. Don’t Pick Up That $10 Bill on the Ground!</td>
<td>296,000</td>
<td>January 2006</td>
</tr>
<tr>
<td>17. The Hidden Messages in Water</td>
<td>281,000</td>
<td>November 2001</td>
</tr>
<tr>
<td>18. An Earth Saving Revolution</td>
<td>266,000</td>
<td>October 1993</td>
</tr>
<tr>
<td>20. Why Successful Business People Use Big Wallets</td>
<td>260,000</td>
<td>December 2010</td>
</tr>
<tr>
<td>21. Why Successful People Visit Shrines</td>
<td>250,000</td>
<td>July 2017</td>
</tr>
<tr>
<td>22. Never Too Late to Start</td>
<td>239,000</td>
<td>June 1999</td>
</tr>
<tr>
<td>23. Illnesses Caused by Mothers 2</td>
<td>233,000</td>
<td>July 1980</td>
</tr>
<tr>
<td>24. A Festival of Life</td>
<td>230,000</td>
<td>October 2004</td>
</tr>
<tr>
<td>25. Successful Salespeople Don’t Beg!</td>
<td>230,000</td>
<td>February 2011</td>
</tr>
</tbody>
</table>
For over 40 years our company has published numerous, enduring bestsellers. In just the last 2 decades Sunmark has produced 6 million-sellers. We are truly thankful to the increasing number of readers with whom our ideas and ways of thinking resonate.

Books that are loved and popular throughout generations often hold global truths. At Sunmark, we constantly strive to produce such books. In other words, rather than chase after the transient mainstream, we are more concerned with making books that have their own energy, and developing that energy to its highest possible level. We believe that for books to continue to be read far and wide, they must contain a truly special and original energy.

In order to make such books, the creators must devote their full power and passion to their job. This includes Sunmark’s helpful, persistent, meticulous work ethos, dedicated to delivering the best possible finished product into the hands of the author and reader. This takes a united team of dedicated people in editing, sales, and production, who all share the same ideals. Overall, combining talents to provide authors with the intellectual stimulation, motivation, and support often needed to make great books. This is the cornerstone of Sunmark Publishing’s philosophy and the ideals we seek to fulfill daily.

We believe that the truth is always written in a straightforward manner. By rephrasing complicated concepts into simple terms. Making deeper ideas more palpable. In our own small way, Sunmark aims to provide our readers with new surprises and warm encouragement in paving the way through life.

Wherever there are people, there is also sadness, suffering, happiness, learning, and work that never seems to end. We strive to see through the eyes of our readers so we can pass on the energy and passion of people across generations and countries.

Welcome to Sunmark Publishing. We sincerely hope you enjoy our books.

A message from Sunmark’s publisher

Sharing our mutual ideals and passion, so books may continue to be loved across the world

Nobutaka Ueki  Publisher and President, Sunmark Publishing, Inc.
Title Index

51 Keys to Becoming a Leader People
Want to Follow 5, 26, 73
51 Keys to Becoming a Reliable Subordinate 73
Agoe *=
Announcing from the Other World 82
At a Man Thinketh *= 9, 35
At a Man Thinketh (A manga version) 101
Ruby’s Message 105
Before the Coffee Gets Cold 9, 12, 55
Before the Lie Are Revealed 12, 55
Being Hungry Makes You Healthy 9, 17, 40
Beyond The Power of Your Subconscious 37
A Book of Sacred Images That Will Increase Your Luck 84
Burn Fat With High-Intensity Interval Training 98
The Best Eating Habits That Changed the Lives of Top Executives 97
The Best Medicine Is You *= 41
The Best Way in the World to Run and Lose Weight *= 98
The Best Way to See Through a Mind *= 9, 36
A Compass to Fulfillment 7, 25, 69
A Complaint Free World *= 40
Composing With EM 100
A Concept That His Master BANDAI NAMCO Takes Seriously 88
Conversations with God *= 34
Conversations with God (A manga version) 101
Creating Affluence *= 45
The Divine Codes of Life 31, 77
Don’t Sweat the Small Stuff *= 7, 55
Don’t Sweat the Small Stuff (A manga version) 101
The Earth Is the Planet of Actions, Nothing Will Happen Until You Make a Move 78
An Earth Saving Revolution 100
The Enzyme Factor 7, 26, 70
The Enzyme Factor for Anti-Aging 70
The Enzyme Factor for Practice 70
E-Squared *= 37
Even the Stiffest People Can Do the Splits 82
If You Could Communicate With Animals 99
The Illustrated Guide To The Life-Changing Magic of Tidying Up 65
Important Lessons I Learned from the Superhuman 79
Improve Your Health in Just 5 Minutes with Intense Heat Stimulation 94
Interesting Modern Physics 59
"Ki" Cures Your Disease 96
The Kyozan Philosophy 87, 88
Lessons From a Galactic Universe Where I Was Born: 20,000,000 Yen in Debt 80
The Life-Changing Magic of Tidying Up = 7, 20, 64
The Life-Changing Magic of Tidying Up 2 64
The Life-Changing Magic of Tidying Up 66
Life Lessons from an Empty Stomach 40
Life Saving EM-X (Revised Version) 100
Life Without Stress 75
Manetory Talking 103
Memory Techniques 92
Mirai and the Rainbow Wings 63
My Mother’s Schizophrenia and I 78
My Mother’s Schizophrenia and I 2 76
My Six Days With the Secret Society “Ladybird” 102
Mysterious Pictures That Bring Good Luck 44
A Naturologist Explains How to Avoid Illness with Nerve Cleaning 93
Never Study but Learn English *= 38
Never Too Late to Start 79
A New Earth *= 40
Obese and the Unusual Mother and Child 102
One Habit to Keep 90% of Illness Away 95
One-Minute Magic Spells for Every Morning 86
People and Money 78
The Power of Subtle Differences 78

A Great Revolution in the Brain World (More Than Positive Thinking) 7, 67
A Great Revolution in the Brain World 2 (Right Brain Power) 7, 67
Get *= 41
The Hidden Messages in Water 26, 48
How Rich People Think *= 59
How to Become a “Dragon Whisperer” = 83
How to Connect with Your Miscellaneous Inner Self = 95
How to Highlight a Book Like One of the Elite = 87
How to Make Luck Love You 79
How to Summon Faintness 85
How Toyota Taught Me to Consolidate Information into a Single Page 90
I Am Who I Was Meant to Be 82
If You Could Communicate With Animals 99
The Illustrated Guide To The Life-Changing Magic of Tidying Up 65
Important Lessons I Learned from the Superhuman 79
Improve Your Health in Just 5 Minutes with Intense Heat Stimulation 94
Interesting Modern Physics 59
"Ki" Cures Your Disease 96
The Kyozan Philosophy 87, 88
Lessons From a Galactic Universe Where I Was Born: 20,000,000 Yen in Debt 80
The Life-Changing Magic of Tidying Up = 7, 20, 64
The Life-Changing Magic of Tidying Up 2 64
The Life-Changing Magic of Tidying Up 66
Life Lessons from an Empty Stomach 40
Life Saving EM-X (Revised Version) 100
Life Without Stress 75
Manetory Talking 103
Memory Techniques 92
Mirai and the Rainbow Wings 63
My Mother’s Schizophrenia and I 78
My Mother’s Schizophrenia and I 2 76
My Six Days With the Secret Society “Ladybird” 102
Mysterious Pictures That Bring Good Luck 44
A Naturologist Explains How to Avoid Illness with Nerve Cleaning 93
Never Study but Learn English *= 38
Never Too Late to Start 79
A New Earth *= 40
Obese and the Unusual Mother and Child 102
One Habit to Keep 90% of Illness Away 95
One-Minute Magic Spells for Every Morning 86
People and Money 78
The Power of Subtle Differences 78

Proper Sleeping Habits to Prevent Disease 96
The Rainbow Trains *= 42
Raise Your Temperature and Improve Your Health 9, 17, 71
Raise Your Temperature and Improve Your Health 9, 17, 71
Your Health for Practice 71
Read to Success 86
The Santa Passport 105
The Secret Codes of Life 77
The Secret Life of Water 24, 68
Seeing, Knowing, Thinking 13, 16, 62
Seven Teachings That Could Make a Coward Brave 63
The Shock *= 40
The Spontaneous Fulfillment of Dreams *= 45
The Stanford Method for Ultimate Sound Sleep 80
Stench to Stay Healthy Longer 95
Successful Subpeople Don’t Bag 30, 89
Successful Subpeople Don’t Sell Products 89
Successful Walking *= 39
SWITCH 77
Techniques for Fostering Your Mind of Steel 75
Techniques for Keeping Your Body Young 95
Thought Training 92
The “Truck Muscle Rest Diet” That Top Models Have Kept Secret 9, 16, 58
The Ultimate Happiness Prescription *= 45
Up-Side-Down-Side-Up 104
Use Thumb Stimulation to Revitalize Your Brain 17, 61
What Do the Elites Do When They Get Tired at Work? 91
What Makes Dreams Come True? 85
What Makes THAT Good For Your Health? 9, 72
Why Successful Business People Use Big Wallaces 78
Why Successful Business People Use Big Wallaces 25, 74
Why Successful Business People Value Small Coins 74
Why Successful People Visit Shrines 56
A Woman’s Face Changes with Her Hair 80
Words to Wake Up To 81
Working like Samsung *= 38
The World’s Best Way to Stretch 15, 17, 59
You Are What You Are Six Months Ago 97
You Can Allow the Ball to Fly Straight and Far 77
You Can Do Almost Anything If You Prepare *= 91

Titles from overseas

Executive Creative Director
Ben Nott (world wide mind)
Creative Director
Keitichi Sasuki
Art Director
Akihiko Katsuwada (Ichibansho Creative)
Designer
Tomoko Tsuchi (Ichibansho Creative)
Calligrapher
Shinuo Ishizuka (Zen)
Photographers
Hidekazu Tamaka, Ichigo Natsumo/p.21,
Illustrator
Makuo Inoue/p. 21
Proofreader
Winston Priest
Editorial Directors
Tomohiro Takahashi, Ichito Takeda, Taku Hirawasa
(Sunmark Publishing)
The golden rule:

Never Stop Reading!