Your life in your hands.
A Sunmark book is physically light, yet it contains much energy from many people. Consider the author’s lifelong effort, the editor’s enthusiasm, the 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 will be inspired by the book and carry this energy onwards in life.
Emotional reaction

Sunmark creates a large variation of books, and 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 readers.
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”

8 “Million-Sellers” in just about 2 decades!

- **Over 4.1 million copies sold!**
  - *IN-Brain Revolution*
  - More Than Positive Thinking — A Life-Transforming Hormone in the Brain
    by Shigeo Haruyama, M.D.

- **Over 1.3 million copies sold!**
  - *IN-Brain Revolution 2*
  - Right Brain Power — Endorphins, Laughter, and Exercises for the Brain
    by Shigeo Haruyama, M.D.

- **Over 1.8 million copies sold!**
  - *Don’t Sweat the Small Stuff… and It’s All Small Stuff* (from U.S.)
    by Richard Carlson; translated by Mizuho Ozawa

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

- **Over 1.4 million copies sold!**
  - *The Enzyme Factor*
    by Hiromi Shinya, M.D.

- **Over 1.3 million copies sold!**
  - *A Compass to Fulfillment*
    — Passion and Spirituality in Life and Business
    by Kazuo Inamori

- **Over 1.2 million copies sold!**
  - *The “Trunk Muscle Reset Diet” That Top Models Have Kept Secret*
    by Kenichi Sakuma

- **Over 1 million copies sold!**
  - *Even the Stiffest People Can Do the Splits*
    by Eiko
Introducing our Million-Seller titles

**IN-Brain Revolution**
by Shigeo Haruyama, M.D.
One of the highest records in Japanese publishing history which sold over 5.5 million copies as series only in Japan.
237 pages / June 1995 / 1,553 yen (w/o tax)

**IN-Brain Revolution 2**
by Shigeo Haruyama, M.D.
Clear and convincing evidence from medical and scientific researchers is used to explain why positive thinking is such a potent medicine. The author offers practical and sound advice that will change your life.
235 pages / October 1996 / 1,553 yen (w/o tax)

**Don’t Sweat the Small Stuff …and It’s All Small Stuff**
by Richard Carlson    translated by Mizuho Ozawa
Originally published in English, this Japanese translated edition has sold over 3.5 million copies as series in Japan.
246 pages / May 1998 / 1,500 yen (w/o tax) from U.S.

**The Enzyme Factor**
by Hiromi Shinya, M.D.
Learn how to live long and be healthy from a world-renowned, New York and Tokyo based surgeon, who has carried out gastrointestinal endoscopic examinations of more than 600,000 patients.
237 pages / July 2005 / 1,600 yen (w/o tax)

**A Compass to Fulfillment**
by Kazuo Inamori
This “ultimate life philosophy” transcends the realm of corporate management to offer guidance to all readers seeking their way through this dark age of chaos.
246 pages / August 2004 / 1,700 yen (w/o tax)

**The Life-Changing Magic of Tidying Up**
by Marie Kondo
270 pages / January 2011 / 1,400 yen (w/o tax)

**Even the Stiffest People Can Do the Splits**
by Eiko
A wonderful 4-week stretch program from the “queen of the splits”. Let this book give you the limber body you’ve always wanted!
184 pages / April 2016 / 1,300 yen (w/o tax)

**The “Trunk Muscle Reset Diet” That Top Models Have Kept Secret**
by Kenichi Sakuma
The amazing exercises and diet that have kept 30,000 people in shape, including Miss International winners and other celebrities, are now revealed.
95 pages / May 2017 / 1,000 yen (w/o tax)

**The “Trunk Muscle Reset Diet” That Top Models Have Kept Secret**
by Kenichi Sakuma
The amazing exercises and diet that have kept 30,000 people in shape, including Miss International winners and other celebrities, are now revealed.
95 pages / May 2017 / 1,000 yen (w/o tax)
Sunmark’s eye for new bestsellers

For those who truly seek, the rewards are truly rewarding

Over 860,000 copies sold!
*Zero Training*
by Tomomi Ishimura

Over 850,000 copies sold!
*Before the Coffee Gets Cold*
by Toshikazu Kawaguchi

Over 700,000 copies sold!
*Raise Your Temperature and Improve Your Health*
by Masashi Saito, M.D.

Over 660,000 copies sold!
*As a Man Thinketh* (from U.K.)
by James Allen; translated by Koichi Sakamoto

Over 520,000 copies sold!
*What Makes THAT Good for Your Health?*
by Hiroyuki Kobayashi, M.D.

Over 500,000 copies sold!
*Being Hungry Makes You Healthy*
by Yoshinori Nagumo, M.D.

Over 430,000 copies sold!
*The Best Way to See through a Mind* (from Germany)
by Thorsten Havener; translated by Mihoko Fukuhara

Over 370,000 copies sold!
*God Is a 5th-Grader*
by Sumire

Over 360,000 copies sold!
*51 Keys to Becoming a Leader People Want to Follow*
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Sunmark Publishing operates across the world, currently exporting to over 40 countries
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Over 1.2 million copies sold!

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

by Kenichi Sakuma

Lose weight effortlessly with fashion models’ best-kept secret.

95 pages / May 2017 / 1,000 yen (w/o tax) / ISBN978-4-7631-3621-3

Rights sold: China, Czech Republic, Italy, Korea, Portugal, Russia, Spain, Taiwan

Over 120,000 copies sold!

*The “Trunk Muscle Reset Diet” 2 Thin down just where you need it*

by Kenichi Sakuma

The follow-up volume of the 1,200,000-copy best-selling *Trunk Muscle Reset Diet.*

158 pages / January 2019 / 1,200 yen (w/o tax) / ISBN987-4-7631-3757-1

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Health & Beauty

Over 1 million copies sold!

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by Eiko
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384 pages / April 2016 / 1,300 yen (w/o tax) / ISBN978-4-7631-3542-1
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To notice new stories, it helps to be excited by every new day. Every day, there are new scientific discoveries, 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.
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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, so put this learning into daily practice. For reading or writing, repeat viewing is essential to keep improving.

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by Akiyoshi Horie
Rethink your diet to improve the quality and quantity of blood circulation!
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The Stanford Method for Ultimate Sound Sleep
by Seiji Nishino, M.D.
The way of achieving “extreme recovery from exhaustion” based on scientific research done by a Japanese professor at Stanford, the “Mecca of sleep research.”
251 pages / March 2017 / 1,500 yen (w/o tax) / ISBN978-4-7631-3601-5
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Fall Sound Asleep with Manga!
The Stanford Method for Ultimate Sound Sleep
by Seiji Nishino, M.D.
Learn how to get the best sleep from the comic book adaptation of the best-selling book The Stanford Method for Ultimate Sound Sleep!
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Truth will always win

Over 180,000 copies sold!

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by Nakano James Shuichi

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.

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Rights sold: China, Taiwan, Vietnam

Over 50,000 copies sold!

The Best Way in the World to Run and Lose Weight!

by Nakano James Shuichi

This book is for those who struggle to change their bodies.

238 pages / February 2015 / 1,300 yen (w/o tax)
ISBN978-4-7631-3435-6

Rights sold: China, Korea, Taiwan, Thailand

Over 1.4 million copies sold!

The Enzyme Factor

by Hiromi Shinya, M.D.

Learn how to live long and be healthy from a world-renowned, New York and Tokyo based surgeon, who has carried out gastrointestinal endoscopic examinations of more than 600,000 patients.

237 pages / July 2005 / 1,600 yen (w/o tax) / ISBN978-4-7631-9619-4

Rights sold: Brazil, Bulgaria, China, France, Germany, Indonesia, Italy, Korea, Lebanon, Lithuania, Mexico, Netherlands, Portugal, Romania, Slovenia, Spain, Taiwan, Thailand, U.S., Vietnam

Over 50,000 copies sold!

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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.
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The cleaning method that shocked the world! Live in a clean room forever by using the life-changing KonMari Method for organizing and storing things.

270 pages / January 2011 / 1,400 yen (w/ tax)

The Life-Changing Magic of Tidying Up 2
by Marie Kondo

279 pages / October 2012 / 1,400 yen (w/ tax)

Over 192,000 copies sold!

The Illustrated Guide to
The Life-Changing Magic of Tidying Up
by Marie Kondo

252 pages / January 2015 / 1,300 yen (w/ tax) / ISBN978-4-7631-3427-1

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The Life-Changing Manga of Tidying Up:
A Magical Story
by Marie Kondo and Yuko Uramoto

190 pages / February 2017 / 1,200 yen (w/ tax) / ISBN978-4-7631-3551-3

Experience the Magic of Tidying Up
Every Day
by Marie Kondo

190 pages / January 2014 / 1,600 yen (w/ tax)

Rights sold: Azerbaijan, Brazil, Bulgaria, Canada, Catalonia, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, 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

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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.

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What to Do, What Not to Do
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Life hints from an 82-year-old beauty expert. Looking back on her own past failures, author Teruko Kobayashi explains 25 do’s and don’ts that can help people today.
Rights sold: Korea, Vietnam

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Life hints from an 82-year-old beauty expert. Looking back on her own past failures, author Teruko Kobayashi explains 25 do’s and don’ts that can help people today.
Rights sold: Korea, Vietnam
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.

Making a book out of the author’s core message
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. The next big hit can come from the bizarre.
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.

Publishing books with surprises that reverse common sense.
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Can spirituality actually change your life? When drowning in debt, try this method of borrowing strength from the universe to turn your life around!

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Rights sold: Korea, Taiwan, Thailand

Over 40,000 copies sold!

*Manga Lessons from a Sadistic Universe When I Was 20,000,000 Yen in Debt* by Hiroshi Koike

286 pages / April 2018 / 1,400 yen (w/o tax) / ISBN978-4-7631-3691-6

Rights sold: Korea

Over 50,000 copies sold!

*Unbelievable World Principles the Sadistic Universe Didn’t Teach Me When I Was 20,000,000 Yen in Debt* by Hiroshi Koike

254 pages / April 2019 / 1,400 yen (w/o tax) / ISBN978-4-7631-3757-9

Rights sold: Korea

Over 3 million copies sold all over the world!

*The Hidden Messages in Water* by Masaru Emoto

Read this book and see how the microscopic crystals of frozen water (ice) are actually teaching us the ways the universe works and we humans should live. The long-awaited collection of writings by an internationally acclaimed author.

206 pages / November 2001 / 1,600 yen (w/o tax) / ISBN978-4-7631-9396-4

Rights sold: Brazil, Bulgaria, China, Croatia, Estonia, France, Germany, Hungary, Iceland, Indonesia, Italy, Korea, Latvia, Lithuania, Mexico, Netherlands, Norway, Poland, Portugal, Romania, Sweden, Taiwan, Turkey, Ukraine, U.S., Vietnam

Over 94,000 copies sold in Japan!

*The Hidden Messages in Water 2* by Masaru Emoto

238 pages / January 2003 / 1,600 yen (w/o tax) / ISBN978-4-7631-9481-7

Rights sold: Brazil, China, France, Germany, Hungary, Indonesia, Italy, Korea, Mexico, Netherlands, Portugal, Romania, Russia, Turkey, U.S., Vietnam

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.
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.

Valuing challenges over security

Over 850,000 copies sold!

*Before the Coffee Gets Cold*

by Toshikazu Kawaguchi

I want to relive those days...

Four heartwarming miracles that occur at a coffee shop that acts as a time machine.

348 pages / December 2015 / 3,300 yen (w/o tax) / ISBN978-4-7631-3507-0

Rights sold: Brazil, China, Czech Republic, Germany, Hungary, Indonesia, Italy, Korea, Netherlands, Spain, Taiwan, Thailand, Turkey, U.K., Ukraine, Vietnam

Over 250,000 copies sold!

*Before the Lies Are Revealed*

by Toshikazu Kawaguchi

This is the highly anticipated follow-up to Before the Coffee Gets Cold, which sold over 850,000 copies and was nominated for Japan Booksellers’ Award.

303 pages / March 2017 / 3,300 yen (w/o tax) / ISBN978-4-7631-3607-7

Rights sold: Czech Republic, Korea, Taiwan, Vietnam

Over 140,000 copies sold!

*Before Your Memory Fades*

by Toshikazu Kawaguchi

The series has sold a million copies, and this is the latest follow-up to the best-selling book Before the Coffee Gets Cold, which was made into a movie.

382 pages / September 2018 / 4,100 yen (w/o tax) / ISBN978-4-7631-3720-3

Rights sold: Korea, Taiwan
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. Simplicity is indeed truth.
Over 1.8 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 U.S.

Don’t Sweat the Small Stuff… and It’s All Small Stuff
Don’t Sweat the Small Stuff with Your Family
Don’t Sweat the Small Stuff at Work
Don’t Worry, Make Money
Don’t Sweat the Small Stuff in Love

Bestsellers licensed to Sunmark from overseas
More international masterpieces, to more Japanese readers, than any other publisher
Over 357,000 copies sold in Japan

**E-Squared Series**

by Pam Grout
translated by Naomi Sakurada
from U.S.

- E-Squared
- E-Cubed
- Thank & Grow Rich
- Art & Soul, Reloaded

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Over 630,000 copies sold in Japan

**The Best Way to See through a Mind Series**

by Thorsten Havener
translated by Mihoko Fukuhara / Satomi Shibata
from Germany

- The Best Way to See through a Mind
  (Ich Weiß, was du denkst)
- Think What You Know
  (Denk doch, was du willst)
- Don’t Think About a Blue Elephant!
  (Denken Sie nicht an einen blauen Elefanten!)
- Without Words: What Others Think About You
  (Ohne Worte: Was andere über dich denken)

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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.
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 the natural universal principles. Sunmark keeps all this in mind when thinking about the direction that a book is likely to take.

How to learn from the naturally occurring principles of life

Over 130,000 copies sold in Japan

The Art of the Good Life

( Die Kunst des guten Lebens)

by Ralf Dobelli
translated by Mitsu Yasuhara
from Germany

Over 180,000 copies sold in Japan

The Obesity Code

by Jason Fung, M.D.
translated by Masako Tagaya
from Canada

Over 140,000 copies sold in Japan

The Answer

by Allan Pease and Barbara Pease
translated by Yoshie Ichinaka
from U.K.

Original edition sold over 2 million copies

Life-Changing Lessons

( Ta deuxième vie commence quand tu comprends que tu n’en as qu’une...)

by Raphaëlle Giordano
translated by Aya Kouno
from France

Original edition sold over 1 million copies

Charming Gut

( Darm mit Charme)

by Giulia Enders
translated by Tomoko Okamoto and Kei Hasegawa
from Germany

Original edition sold over 1.8 million copies

The Slave (El Esclavo)

by Anand Dilvar
translated by Takamasa Inui
from Mexico

Original edition sold over 1 million copies

The Answer

by Allan Pease and Barbara Pease
translated by Yoshie Ichinaka
from U.K.
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.

We are not satisfied with results that are within our expectations.
“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 bestseller Ich weiß, was du denkst, 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 has been on the SPIEGEL bestseller list.)

Satisfied Sunmark partners from all over the world

Read what other publishers have to say about Sunmark
“The Hidden Messages in Water series has sold more than 1 million copies in China. Sunmark Publishing’s representative President Ueki is one of the most honorable 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.”

“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.

“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 4 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 series.”

“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.)

“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 IN-Brain Revolution and The Enzyme Factor. They have a contract with Sunmark Publishing to exchange information about Japan, Asia and Europe.)

“THE ENZYMES REVOLUTION
IN-脳革命
”

“TEN SPEED PRESS
10

“They have the most beautiful booklist, and I really enjoy working with the Sunmark team.”

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 series.)

“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.”

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“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 4 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.)

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Publishers Weekly features Sunmark Publishing

Generating Positive Energy and Results at Sunmark Publishing

by Teri Tan

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 produce negative energy. This is not for us.” Believing in the universality of challenges, hopes, and dreams regardless of race, language, and location, Ueki aims to make his best-sellers available to overseas readers. The company’s current #1 title, The Life-Changing Magic of Tidying 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, #1.7 million copies in circulation worldwide. For Ueki, his company’s sleeper hit remains Shigeo Hattori’s 1995 book, Messages in Water, 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 best-sellers, 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 (1.731 million copies sold) and James Allen’s As a Man Thinketh (500,000 copies) are influential books for which Sunmark has published the German edition. Richard Carlson and James Allen have sold more than 1.7 million copies combined. Through online bookstores. Editorial director Tomohiro Havener’s Ich weiss, was du denkst, 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, Takashii showed the book to 10 influential people in the blogosphere and magazine sector. Next came an advertisement with 17 reader comments in the Asahi Shinbun, 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 bookstores returns low. All Sunmark’s bestsellers boast a return rate of less than 2%.---From the article in Publishers Weekly, May 21st, 2012

Hirofumi Kobayashi’s What Makes THAT Good for Your Health? (420,000 copies), and Junichiro Kameda’s Why Successful Business People Use Big Wallets (260,000 copies, with the Chinese edition now #4 on China’s online bookstore Danglang.com). Last year, titles by Kondo, Kameda, and Kobayashi ranked #6 (in the general category), #7 (business), and #8 (nonfiction), respectively, on Japan’s bestsellers 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 3.7 million copies in circulation worldwide. For Ueki, his company’s sleeper hit remains Shigeo Hattori’s 1995 book, Messages in Water, 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 best-sellers, 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 (1.731 million copies sold) and James Allen’s As a Man Thinketh (500,000 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 denkst, 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, Takashii showed the book to 10 influential people in the blogosphere and magazine sector. Next came an advertisement with 17 reader comments in the Asahi Shinbun, 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 bookstores returns low. All Sunmark’s bestsellers boast a return rate of less than 2%.---From the article in Publishers Weekly, May 21st, 2012
<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>Author(s)</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>Illnesses Caused by Mothers</td>
<td>Kenkichi Hara</td>
<td>505,000</td>
</tr>
<tr>
<td>1981</td>
<td>The Young Adult Guidebook IV: The Opposite Sex</td>
<td>Kenkichi Hara</td>
<td>205,000</td>
</tr>
<tr>
<td>1990</td>
<td>An Earth Saving Revolution</td>
<td>Tereza Higa</td>
<td>265,000</td>
</tr>
<tr>
<td>1992</td>
<td>The Next Ten Years: Discovering How to Live</td>
<td>Yukio Funai</td>
<td>260,000</td>
</tr>
<tr>
<td>1993</td>
<td>The Divine Code of Life: Switch on Your Genes</td>
<td>Kenjiro Murakami</td>
<td>205,000</td>
</tr>
<tr>
<td>1995</td>
<td>The Japanese translation of Don’t Sweat the Small Stuff</td>
<td>Neale Donald Walsch</td>
<td>1.8 million</td>
</tr>
<tr>
<td>1996</td>
<td>The Divine Code of Life: Switch on Your Genes</td>
<td>Kenjiro Murakami</td>
<td>250,000</td>
</tr>
<tr>
<td>1997</td>
<td>The Japanese translation of Don’t Sweat the Small Stuff</td>
<td>Neale Donald Walsch</td>
<td>230,000</td>
</tr>
<tr>
<td>1998</td>
<td>Never Too Late to Start</td>
<td>Kazuo Nakajima</td>
<td>200,000</td>
</tr>
<tr>
<td>1999</td>
<td>An Earth Saving Revolution II</td>
<td>Shigesato Haruyama</td>
<td>1.3 million</td>
</tr>
<tr>
<td>2000</td>
<td>The Japanese translation of Don’t Sweat the Small Stuff</td>
<td>Neale Donald Walsch</td>
<td>200,000</td>
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<tr>
<td>2001</td>
<td>Never Study but Learn English</td>
<td>Chan-yeong Jung</td>
<td>660,000</td>
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<tr>
<td>2002</td>
<td>The Japanese translation of The Enzyme Factor</td>
<td>Hiromi Shinya, M.D.</td>
<td>230,000</td>
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<tr>
<td>2003</td>
<td>The Divine Code of Life: Switch on Your Genes</td>
<td>Kenjiro Murakami</td>
<td>1.4 million</td>
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<tr>
<td>2004</td>
<td>The Japanese translation of Don’t Sweat the Small Stuff</td>
<td>Neale Donald Walsch</td>
<td>200,000</td>
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<td>2005</td>
<td>The Enzyme Factor</td>
<td>Hiromi Shinya, M.D.</td>
<td>200,000</td>
</tr>
</tbody>
</table>

For roughly half a century, we have been supplying “Your life in your hands”. Choosing books suited to the era, we have been trying to make our books special for each of its readers.
2006
2007
The Enzyme Factor 2 by Hitomi Shinya
sold over 340,000 copies, and originally released in 2006.

2008
A Study Method that Makes Dreams Come True
by Makoto Ito (over 200,000 copies),
The Enzyme Factor by Hitomi Shinya
became a million-seller in one year since its launch.

2009

2010
Raise Your Temperatures and Improve Your Health by Masashi Sano became a bestseller.
Techniques for Freeing Your Mind of Stress by Hisako Arita became a hit, exceeding 200,000 downloads.

2011
The Life-Changing Magic of Tidying Up by Marie Kondo (over 1.1 million copies),
What Makes THAT Good for Your Health? by Hirotsugu Kobayashi (over 320,000 copies),
Successful Salespeople Don’t Bag! by Akira Kagawa (over 280,000 copies),
The Life-Changing Magic of Tidying Up 2 by Marie Kondo (over 200,000 copies) all became bestsellers.

2012
Being Hungry Makes You Healthy! by Yoshinori Nagumo (over 500,000 copies),
Successful Salespeople Don’t Bag! by Akira Kagawa (over 280,000 copies),
The Life-Changing Magic of Tidying Up 2 by Marie Kondo (over 200,000 copies) all became bestsellers.

2013
A Compass to Fulfillment by Kazuo Inamori
became a million-seller in its 10th year since release.
51 Keys to Becoming a Leader People Want to Follow
released the previous year, became a huge hit with over 290,000 copies sold.

2014
The Japanese translation of The Life-Changing Magic of Tidying Up became a million-seller.

2015
Marie Kondo was selected in TIME Magazine’s “The 100 Most Influential People,”
and the U.S. edition of The Life-Changing Magic of Tidying Up
came to be a bestseller.

2016
Before the Coffee Gets Cold by Toshikazu Kawaguchi
became a bestseller, exceeding 300,000 copies.
Even the Stiffest People Can Do the Splats
by Eiko Kagawa (over 150,000 copies),
and the Japanese translation of The Annoyance by Allen & Barbara Pasie (over 150,000 copies) became bestsellers.

2017

2018
The “Frank Muscle Reversal That TOP Models Have Kept Secret”
by Kashiwagi was nominated for Japan Bookeller’s Award and sold over 580,000 copies.
The Stanford Method for Ultimate Sound Sleep
by Soji Nakane (over 270,000 copies),
Before the Law Are Reneda!
by Toshikazu Kawaguchi (over 170,000 copies),
and the Japanese translation of The Answer by Allen & Barbara Pasie (over 150,000 copies) became bestsellers.

Don’t Pick Up That $10 Bill on the Ground! by Yoshinori Iwata
(January 2006)
The Enzyme Factor 2 by Hitomi Shinya, M.D.
(January 2007)

Raise Your Temperatures and Improve Your Health by Masashi Sano, M.D.
(March 2009)
The Life-Changing Magic of Tidying Up by Marie Kondo
(January 2011)

What Makes THAT Good for Your Health? by Hirotsugu Kobayashi, M.D.
(April 2011)
Being Hungry Makes You Healthy! by Yoshinori Nagumo, M.D.
(January 2012)
The Life-Changing Magic of Tidying Up 2 by Marie Kondo
(October 2012)

The Kyozanara Philosophy by Kazuo Inamori
(June 2014)
Even the Stiffest People Can Do the Splats
by Eiko Kagawa
(April 2016)
The "Frank Muscle Reversal That TOP Models Have Kept Secret”
by Kashiwagi
(May 2017)

A Study Method that Makes Dreams Come True
by Makoto Ito
(April 2006)

Techniques for Freeing Your Mind of Stress by Hisako Arita, M.D.
(December 2008)
Successful Salespeople Don’t Bag! by Akira Kagawa
(February 2011)

The Best Way to See through a Mind by Tohru Hasegawa
(August 2011)

51 Keys to Becoming a Leader People Want to Follow
by Mitsuaki Inatomi
(October 2012)
E-Squared by Pam Grout
(April 2014)

Before the Coffee Gets Cold
by Toshikazu Kawaguchi
(December 2015)

Why Successful People Visit Shinrin
by Ryosuke Yagi
(July 2016)

Zero Training
by Tomomi Ishimura
(May 2018)

300,000 copies sold
340,000 copies sold
700,000 copies sold
1.58 million copies sold
520,000 copies sold
500,000 copies sold
330,000 copies sold
180,000 copies sold
1 million copies sold
1.2 million copies sold

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The "Frank Muscle Reversal That TOP Models Have Kept Secret”
by Kashiwagi
(May 2017)
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. Therefore, 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 one 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.
For almost 50 years our company has published numerous, enduring bestsellers. In just about the last 2 decades Sunmark has produced 8 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 is 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 are also sadness, suffering, happiness, learning, and work that never seem 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.

Message from Sunmark’s President

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

Nobutaka Ueki  Publisher and President, Sunmark Publishing, Inc.
### Top 25 original bestsellers from Sunmark

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Published in</th>
<th>Category</th>
<th>Copies sold in Japan</th>
<th>Ref to page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <em>IN-Brain Revolution</em></td>
<td>Shigeo Haruyama</td>
<td>Jun. 1995</td>
<td>Health &amp; Beauty</td>
<td>4,100,000</td>
<td>7, 8, 54</td>
</tr>
<tr>
<td>3. <em>The Enzyme Factor</em></td>
<td>Hironmi Shinoya</td>
<td>Jul. 2005</td>
<td>Health &amp; Beauty</td>
<td>1,408,000</td>
<td>7, 9, 23, 55, 56</td>
</tr>
<tr>
<td>4. <em>IN-Brain Revolution 2</em></td>
<td>Shigeo Haruyama</td>
<td>Oct. 1996</td>
<td>Health &amp; Beauty</td>
<td>1,340,000</td>
<td>7, 8, 54</td>
</tr>
<tr>
<td>5. <em>A Compass to Fulfilment</em></td>
<td>Kazuo Inamori</td>
<td>Aug. 2004</td>
<td>Business</td>
<td>1,320,000</td>
<td>7, 8, 29, 55</td>
</tr>
<tr>
<td>6. <em>The “Trunk Muscle Reset Diet” That Top Models Have Kept Secret</em></td>
<td>Kenichi Sakuma</td>
<td>May 2017</td>
<td>Health &amp; Beauty</td>
<td>1,200,000</td>
<td>7, 9, 17, 57</td>
</tr>
<tr>
<td>7. <em>Even the Stiffest People Can Do the Splits</em></td>
<td>Eiko</td>
<td>Apr. 2016</td>
<td>Health &amp; Beauty</td>
<td>1,000,000</td>
<td>7, 9, 18, 57</td>
</tr>
<tr>
<td>8. <em>Zero Training</em></td>
<td>Tomomi Ishimura</td>
<td>May 2018</td>
<td>Health &amp; Beauty</td>
<td>860,000</td>
<td>11, 19, 57</td>
</tr>
<tr>
<td>9. <em>Before the Coffee Gets Cold</em></td>
<td>Toshikazu Kagawachi</td>
<td>Dec. 2015</td>
<td>Fiction</td>
<td>850,000</td>
<td>11, 37, 57</td>
</tr>
<tr>
<td>10. <em>Raise Your Temperature and Improve Your Health</em></td>
<td>Masashi Saito</td>
<td>Mar. 2009</td>
<td>Health &amp; Beauty</td>
<td>700,000</td>
<td>11, 56</td>
</tr>
<tr>
<td>12. <em>Illnesses Caused by Mothers</em></td>
<td>Shigemori Kynouki</td>
<td>Jul. 1979</td>
<td>Health &amp; Beauty</td>
<td>507,000</td>
<td>54</td>
</tr>
<tr>
<td>15. <em>51 Keys to Becoming a Leader People Want to Follow</em></td>
<td>Masanori Iwata</td>
<td>Oct. 2012</td>
<td>Business</td>
<td>360,000</td>
<td>11, 30, 57</td>
</tr>
<tr>
<td>20. <em>An Earth Saving Revolution</em></td>
<td>Teruo Higa</td>
<td>Oct. 1995</td>
<td>Health &amp; Beauty</td>
<td>300,000</td>
<td>54</td>
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<tr>
<td>25. <em>Never Too Late to Start</em></td>
<td>Kaoru Nakajima</td>
<td>Jul. 1999</td>
<td>Self Help</td>
<td>250,000</td>
<td>55</td>
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</tbody>
</table>
The golden rule:

Never Stop Reading!