

The background of the cover is white with a pattern of scattered blue lines and red dots. The blue lines are of varying lengths and orientations, while the red dots are small and scattered throughout. The text is centered and reads:

An Introduction to

Publishing in Japan

2000-2001

JAPAN BOOK PUBLISHERS ASSOCIATION

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Preface

This booklet is intended to serve as a brief summary of and an introduction to the Japanese publishing world. As a result of the rapid internationalization of recent years, there has been an increase in the number of opportunities for those of us in the Japanese publishing industry to make contact with people in the publishing industry in other countries. Contact with foreign publishers involves not only practical business matters but also discussion of the present publishing situation in Japan. The volume of information on Japanese publishing available to foreign publishers is far less than the amount of information about overseas publishing available to us in Japan, largely because of the barrier of the Japanese language. We at the JBPA believe that it is necessary to take advantage of every opportunity to broaden and deepen overseas knowledge about the Japanese publishing world and to further our understanding of our foreign counterparts. This booklet was produced with those two goals in mind. We hope it will be used as a handy reference tool at book fairs and other international gatherings.

March 2000
International Committee
Japan Book Publishers Association

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