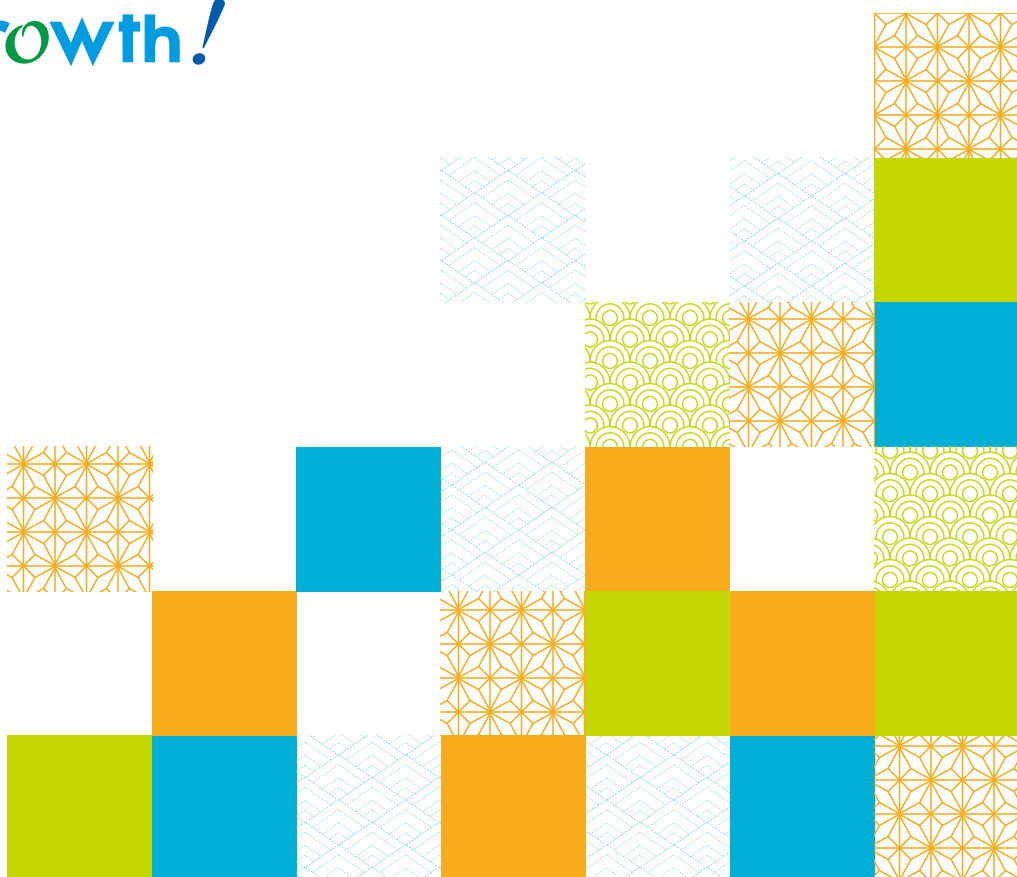
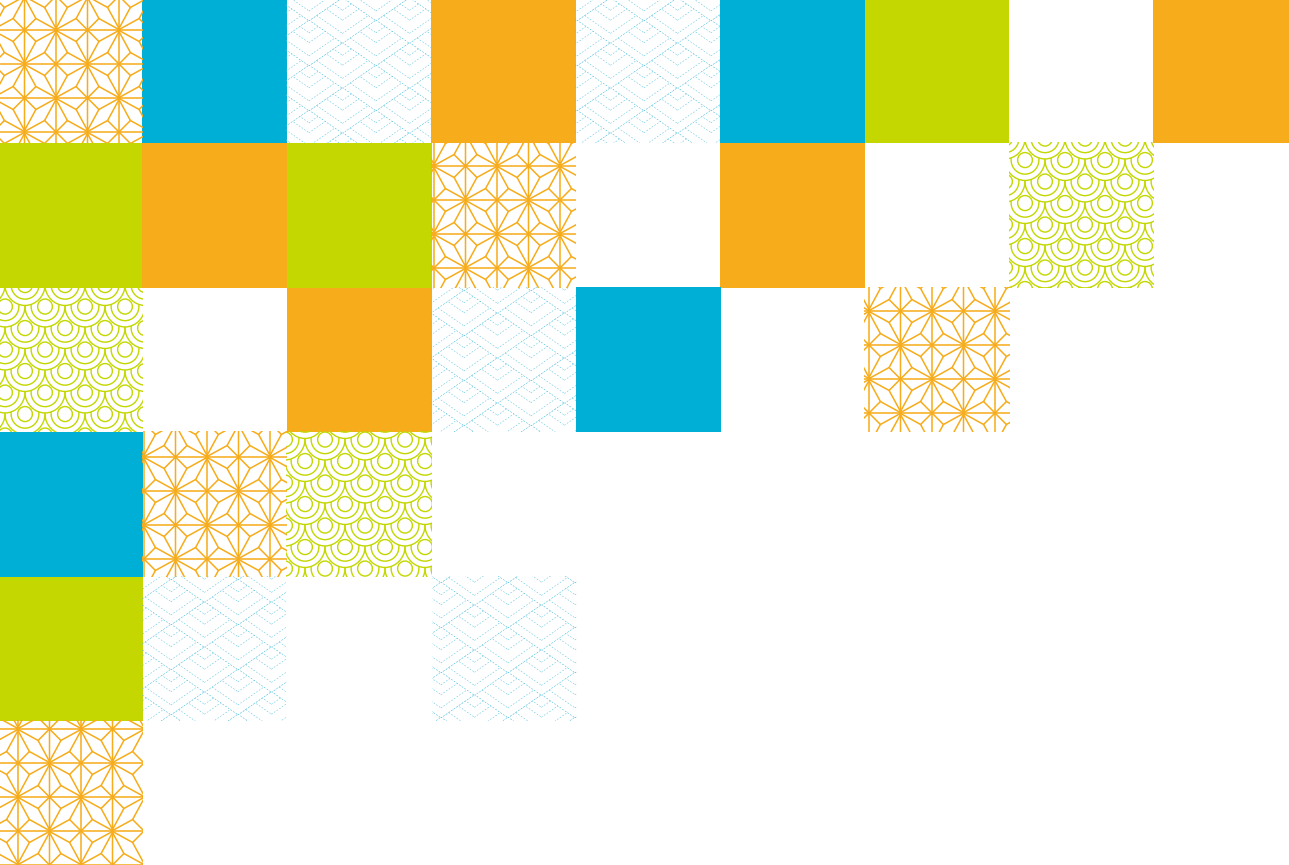


JMA Management Center Rights Guide 2022

Enjoy Your Growth!





About JMAM

We are the JMA Management Center—JMAM for short.

We support professional and personal development in three main areas: Publishing, Human resources development, and Planner production. We have around 80 years of experience in publishing, beginning when we were part of the Japan Management Association, established in 1942 to promote management efficiency in industry. We became an independent company in 1991.

Our books are practical and useful texts for adult and child readers.

Because we aim to reach every reader who hopes to learn new things and develop their skills, we design our books in a variety of formats, using appealing illustrations and even manga (comics) to convey information effectively.

Book Contents

- 02 About Manga for Business people
- 03 About JMAM's books for Children

01 Manga for Business people

- 05 Business Planning
- 06 Business Model
- 07 Kotler
- 08 Theory U
- 09 In-Basket Theory
- 10 Game Theory
- 11 Productivity Improvement
- 12 Learning Organization
- 13 Active Listening
- 14 Assertion
- 15 Anger Management
- 16 NLP(Neuro Linguistic Programming) Communication
- 17 Mental health
- 18 Cognitive Behavioral Therapy



02 JMAM's Books for Children and Parents

- 20 Steiner Education Method
- 21 Logical Thinking from Young Ages
- 22 Adlerian Education
- 23 Child Coaching
- 24 Montessori Method
- 25 Raising Boys



03 JMAM's Books for Children

- 27 How to study by the age of 12
- 28 How to be organized by the age of 12
- 29 How to manage time by the age of 12
- 30 How to get along with others by the age of 12
- 31 How to express your feelings by the age of 12
- 32 How to think about your future by the age of 12
- 33 Magical communication with others by age 10
- 34 Toilets of the World
- 35 Discussing LGBTs for the first time at home
- 36 Teach me! How to be a child who understands the feelings of others !
- 37 I made it to a Toilet !



This guide can also be accessed from this QR code.

About Manga for Business people

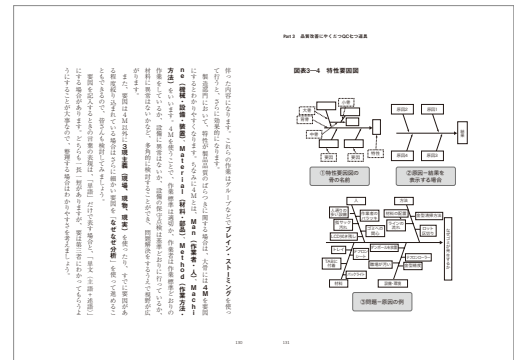
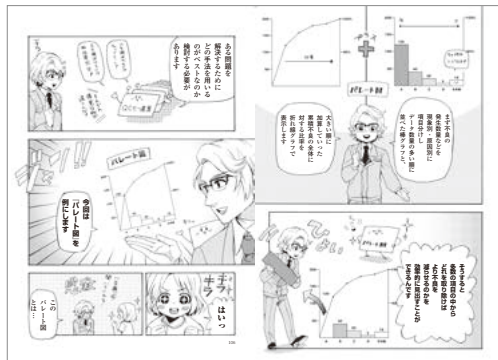
Our Unique Approach to Self-Learners

Our Manga for Business People, Parenting and Education, takes unique approach to support self-learners, with its combination of Manga stories and explanatory texts.

Manga stories enable readers to experience close to real life case study of how theories and concepts are implemented.

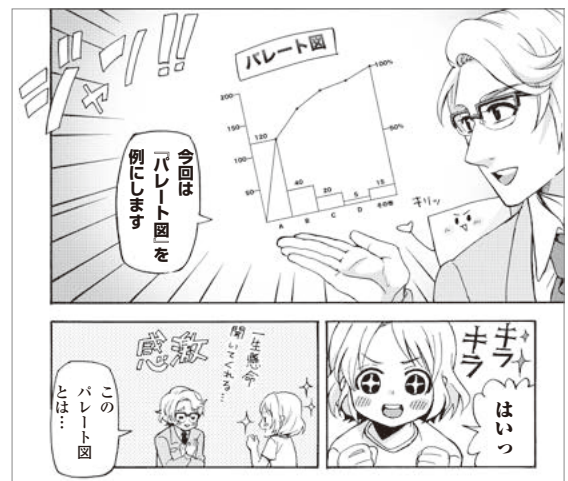
Explanatory texts with diagrams in separate chapter from Manga stories, supplements the story and help readers to grasp underlying concepts and theories in detail.

Today, JMAM's Manga series is used as subtexts for many corporate trainings and college lectures.



Manga as a Powerful Tool of Communication

- Manga readers continued to read the manga they were familiar with as children, the reader base eventually spread to a wider age range.
 - As a result, manga with themes targeted at elderly age group to both gender, began publishing and increased genres of manga.
 - Also, publishers took the advantages of manga's unique and powerful communication style,
 - Easy to feel close to the characters and familiar stories.
 - Complex events can be easily understood visually.
 - Easy for readers to understand through pictorial expression.
- and started to use manga as a new communication media to complement text only materials.



Lowers Hurdle

Easy to Understand

Faster Learning

About JMAM's books for Children

Our Approach to children's books



Our children's books are designed for children to experience the joy of growth throughout their lives.

- Books to be read by children themselves, posing questions for self-learning
- Attachment of separate instructional guidance for parents to each book to support children's learning
- Contents that encourages interest in the real world
- Know-how in communication and thinking that will be useful even as grown ups, applied from a child's perspective
- Understanding and interest in diversity
- Questions to foster inquisitive minds and thinking skills
- Enjoyment of thinking and learning new things

JMAM's books for Children -Learning to Enjoy Growth-

At the age of 10 to 12, young children, who have grown up learning unconsciously, are able to perceive things and themselves more objectively.

The timing of change from childhood to adulthood is also a time of significant physical and mental growth, and they become more involved in social activities with peers, family, and school, and become more independent.

As they begin to engage in social activities, they become more aware of their role in the group, their responsibilities, their respect for themselves and others, their consideration for others, and the worries that come with it.

Thinking and deciding what to do in response to these changes is a learning experience and a real sign of their growth.

JMAM believes the experience of learning and growing during this time will become the foundation for a lifelong spirit of inquiry and practical ability.

JMAM hopes that many children will be able to experience and capture this foundation through our children's books.

Feel the joy
of thinking
and learning.

To be a person
who can think
and act
independently in
the future.

Pursue
interest and
joy of growth.



01

Manga for Business People



Business Planning

Story

After the death of her father, 28 years old Midori takes over a sake brewery that has been in business for generations. Feeling uneasy about the future of her existing business, she tries to start a new business using sake.

However, Midori's idea is met with disapproval within the company, and she becomes very upset. As Midori is venting her anger, Koshino appears and points out that Midori's planning is lax, and he challenges her to create a convincing business plan. With Koshino's guidance, Midori creates a more concrete and realistic business plan and succeeds in attracting investors for her business.

Concepts and Theories

Entire process of formulating and implementing a business plan is introduced. Business planning tools such as Idea Generation and Evaluation, Business Model Canvas, Marketing Plan, Proforma Balance Sheet, Cash Flow Analysis are introduced and implemented in the story. Readers can easily understand and follow how to analyze current situations, formulate and assess viable strategic options into a business plan, through real life situation, with Manga style.



Target The book is suitable for college level, entry level business planning managers and entrepreneurs.

Extent; 278 Pages

Size; 147mm x 210mm

Illustrations; Yes, Black & White

Illustrations, Diagrams

Material; Block Copy

23rd Edition

Translated in Traditional Chinese

年度	1年度	2年度	3年度	4年度	5年度
売上高	1,418	3,676	15,913	26,126	50,186
経常利益	-5,024	-4,881	1,861	7,367	22,476
当期経常利益	-5,024	-9,905	-9,044	-667	21,791
従業員数	1,200	3,100	12,000	20,000	38,000

製法委託方式 事業収支の推移

03 事業計画書の全体像を

つかむ

事業計画書の全体像を

つかむ



Target This book is suitable college level and entrepreneurs, who need knowledge of business models before reading introductory books for business.

Extent; 240 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
1st Edition

Business Model

Story

Ai works as a handy right hand of a young start up CEO, Samaki, and together they successfully enlisted their company. However, Ai feels she is still lacking something. Samaki, thinking highly of Ai, challenges her to start her own business within 4 months.

With constructive tips from her venture capitalist husband, Togo and her IT engineer friend Ume, Ai begins extensive field research, designed and kept improving her business model, as she went through more research and discussions.

With her passion, Ai successfully sets up her own start up within 4 months but kept on challenging herself and the company to establish a strategic advantage and differentiation over their competitors.

Concepts and Theories

This book covers the steps of creating a new business with appropriate business strategy and business model.

The book goes through basic steps of Lean Startup, and covers topics as such as Business Model Canvas, MVP, VOC and Niche Strategy. Dilemma strategy, Cooperative strategy, Sharing economy, and Visionary leader.

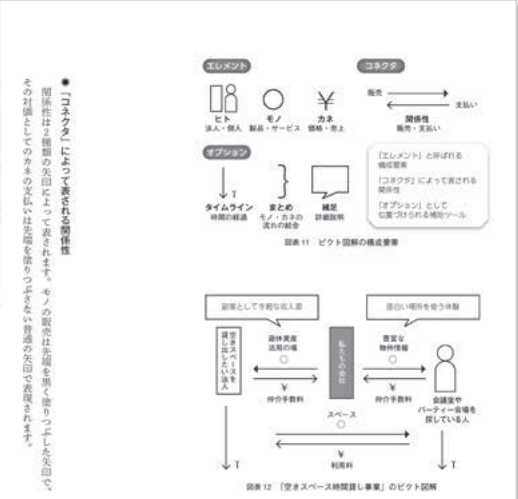
Readers can easily understand and follow the ideas and instructions through real life situation, with Manga style.



「ロケット」によって表れる価値観
 画面上は2種類の矢印によって表されます。モノの販売は流線を表す矢印で、その対象としてのタネの受け渡しは逆方向の矢印で表現されます。

「ロケット」によって表れる価値観
 画面上は2種類の矢印によって表されます。モノの販売は流線を表す矢印で、その対象としてのタネの受け渡しは逆方向の矢印で表現されます。

「ロケット」によって表れる価値観
 画面上は2種類の矢印によって表されます。モノの販売は流線を表す矢印で、その対象としてのタネの受け渡しは逆方向の矢印で表現されます。



Kotler



Story

Describes a challenge of a new product development leader in an electric bike start up.

With a help of a strange marketing guru, Reina implements Kotler's marketing theories into real life, and successfully launch an electric bike targeted to young women. The success, however, induces a fierce challenges from a giant incumbent market leader. Together with a guru, Reina seeks to build sustainable sales and profit by building brand and customer loyalty, again using Kotler's marketing theories.

Concepts and Theories

Introduce Kotler's basic marketing theories and concepts such as STP (Segmentation, Targeting, Positioning), Customer Value Hierarchy, Promotion Strategy, Distribution Channel Planning, CRM from Kotler's Marketing Management

Readers can easily understand and follow how to analyze current situations, formulate and assess viable strategic options into a business action plan, through real life situation, with Manga style.

Target The book is suitable for college level, entry level business planning managers and entrepreneurs.

Extent; 232 Pages

Size; 127mm x 188mm

Illustrations; Yes, Black & White

Illustrations, Diagrams,

Material; Block Copy

9th Edition



項目	1,000台	5,000台
① 販売台数	1,000台	5,000台
② 売上高 (①×②)	99,800,000円	499,000,000円
③ 費用 (変動費) (②×③万円)	80,000,000円	400,000,000円
④ 費用 (固定費)	60,000,000円	60,000,000円
⑤ 利益 (②-③-④)	▲40,200,000円	39,000,000円

項目	1,000台	5,000台
① 価格	99,800円	99,800円
② 販売台数	1,000台	5,000台
③ 売上高 (①×②)	99,800,000円	499,000,000円
④ 費用 (変動費) (③×④万円)	80,000,000円	400,000,000円
⑤ 費用 (固定費)	60,000,000円	60,000,000円
⑥ 利益 (③-④-⑤)	▲40,200,000円	39,000,000円

価格を設定する際には、企業として「何を目的にするのか?」を明確にしたうえで、最終的に決めていくというように、企業が置かれた状況に応じて、適切なリス戦略があります。価格設定の上を目指すとして、次のことが挙げられます。

④ 企業の目的 1 最大市場シェアを目指す

最大市場シェアを目指す場合は、圧倒的な低価格が必要となります。過剰な生産を行うことでコストを引き下げ、低価格を実現するという方法がとられます。一度大きなシェアを獲得できれば、生産量を上げてコストを削減し、さらなる価格でリーディングの地位を確立したものとする、こともできます。これは市場価格競争設定と呼ばれるものです。次のような場合に需要的プライス戦略になります。

- 顧客が価格に敏感であり、低価格により需要を大きく引き上げられる
- 大量生産による生産コストと流通コストの削減につながる
- 低価格によってライバル企業を駆逐することができる
- 大量生産による生産コストと流通コストの削減につながる

ストーリーの中で、レイナが新商品電動バイクを10万円を切る思い切った価格に設定したのも、電動バイク市場で大きなシェアを確保するためというものでしょう。



Target This book is suitable for all ages who seeks to build a good team and a good working environment.

Extent; 264Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White
Material; Block Copy
 10th Edition

Theory U

Story

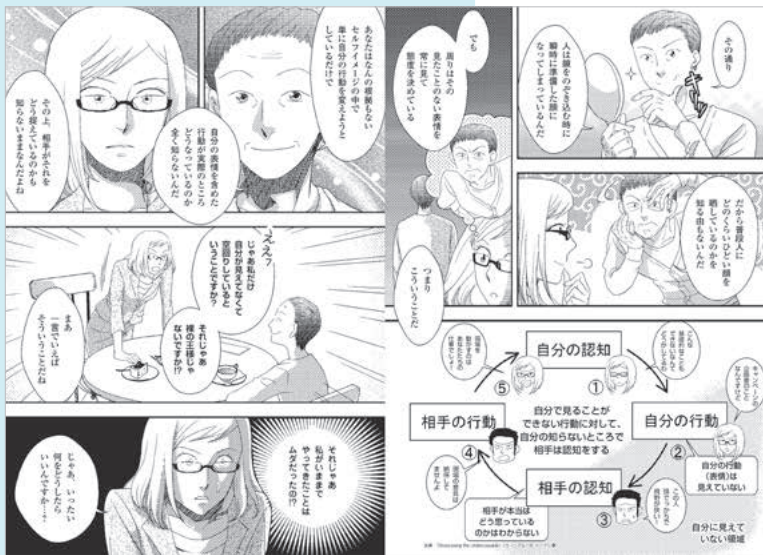
Shoko a former business consultant is hired to head the marketing department of a miso manufacturer. Although she formulates strategies and gives instructions to her subordinates, she is isolated within the company because she is unable to gain the understanding and trust from her subordinates.

Then, she happens to meet Okochi, the president of a confectionery manufacturer. While Shoko discusses her work problems with Okochi, she realizes that her way of doing things was very one-sided. Following the U theory that Okochi advises, Shoko unravels complex problems, improves her relationships with team members, and begins to get a new product marketing project off the ground.

Concepts and Theories

U Theory is a method of innovation developed through a collaboration between Dr. C. Otto Scharmer of MIT and McKinsey, who interviewed approximately 130 of the world's top innovative leaders.

The U Theory and the four levels of the social field (Downloading, Seeing, Sensing, and Presenting) are introduced through case studies. The four levels of the social field (Downloading, Seeing, Sensing, Presenting) are introduced through case studies.





In-Basket Theory

Story

26-year-old Akane remodeled and took after her parents' restaurant. She is very excited to welcome the opening day, but various troubles and matters, large and small, come pouring in at once. Akane is at a loss, panicking over which problem to take care of first. Yoshida, a part timer of the restaurant steps in and advises Akane to overcome her situation based on "In-Basket Thinking". Together with Yoshida, Akane, prioritizes her to-dos one by one, and successfully ends the opening day, with a confidence to prepare for following days.

Concepts and Theories

In-Basket Thinking is a business training program that puts you to handle a large number of projects or decision makings with a limited amount of time in a successful manner. Acquiring In-Basket training will enable you to set the right priorities and dramatically change the way you work. It will not only help you develop essential problem-solving skills, but it will also significantly reduce the number of problems you encounter. By learning how to make the right decisions, you will be able to make decisions with confidence. This book follows a storyline to help you practice prioritization, problem-solving, and decision-making skills.

Target This book is suitable for all ages. The In-Basket Thinking is a theory and practice that would benefit you a lifetime.

Extent; 200 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
 9th Edition

案件1	案件2	案件3
新しいメニューの開発が急務だが、材料が高騰している。	アルバイトの採用が急務だが、面接が難しい。	お客様のクレームが急務だが、対応が難しい。
...

Game Theory



Target The book is suitable for college level, entry level business planning managers and entrepreneurs.

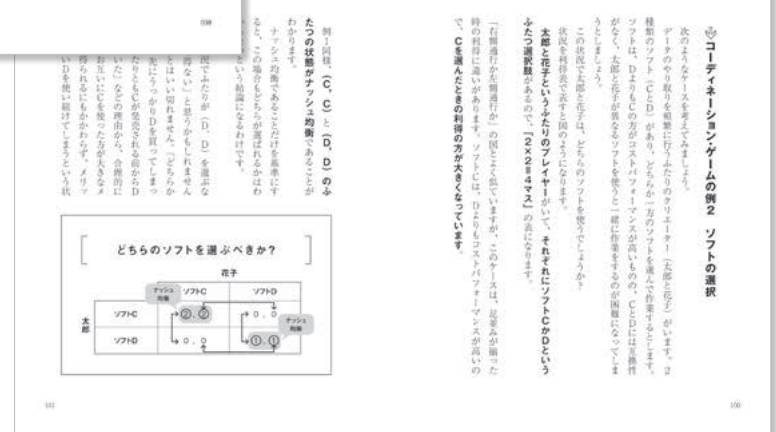
Extent; 247 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
6th Edition
 Translated in Korean and Traditional Chinese

Story

Ginjiro suddenly gets a call from his mother to take over her small hotel resort business, after his missing elder brother. The rural and old coal mine hot spring resort area was facing difficulty due to decreasing customers,, without much tourist attractions. Most hotel resorts in the area were facing financial difficulties from a pricing pressure, triggered by a major hotel player. Ginjiro, learns from Kyoko, his old friend who happened to be staying at his hotel, that the town is facing a Prisoner's Dilemma and should deviate from the situation. Using Game Theory ideas, Ginjiro succeeds in persuading the major hotel to stop low price strategy, and to cooperate to revitalize the resort area as a whole. He also uses Game Theory ideas to attract and maintain new customers for his hotel and successful turns around his hotel business.

Concepts and Theories

The book introduces basic ideas of Game theory in business, covers topics such as Prisoner's dilemma and Nash Equilibrium, Coordination game theory, Dynamic game theory, Behavioral economics and Game theory in problem solving. Readers can easily understand the theory and how it can be used in a real life situation by Manga style.





Productivity Improvement

Story

Mikano, a 26-year-old manager, is assigned as the company's internal productivity improvement leader, by the CEO. Bewildered by the CEO's sudden directive, she begins by identifying the tasks of the sales department, but is troubled by the resistance of many in the workplace, making it difficult for the project to proceed.

In the midst of all this, Mikano happens to meet a management consultant, and following his advice, she is able to properly assess the current situation.

Mikano successfully streamlines unnecessary jobs to increase productivity, and introduce a new way of doing work, while persuading the opposing members.

Concepts and Theories

Entire process of formulating and implementing productivity improvement project from current process assessment to reorganization is introduced. Also covered are Creating Activity List and Incident List, Classifying Activities to Change Levers (Strengthen, Maintain, Streamline, Reduce or Eliminate) and How to Deal with Resistance.

Readers can easily understand and follow how to analyze current situations, formulate and implement productivity improvement schemes, through real life situation, with Manga style.

Target The book is suitable for college level, entry level business managers.

Extent; 223 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White
Illustrations, Diagrams
Material; Block Copy
1st Edition

03 生産性を上げる4つのフェーズ/8つのステップ

本書では、チームの生産性を上げるための活動を次の4つのフェーズ/8つのステップで紹介しています。(図表参照)

■生産性向上のためのフェーズ

- (1) 現状把握フェーズ
- (2) 検討フェーズ
- (3) 実践フェーズ
- (4) 浸透フェーズ

■生産性向上のためのステップ

- (1) 業務洗い出す
- (2) 現状把握フェーズ
- (3) 検討フェーズ
- (4) 実践フェーズ
- (5) 浸透フェーズ

この4つのフェーズ/8つのステップを同じようにこなすことで、そのチームにおける生産性を段階的に向上させる(向上)し、改善活動が継続的に行われるようになります。

各フェーズの活動のポイントは次のとおりです。

- (1) 無駄に気づく
- (2) 改善案を考える
- (3) 標準化する
- (4) 試行してみる
- (5) やってみる
- (6) 定着させる
- (7) 定着させる
- (8) 浸透させる

040 Part 1 現状把握フェーズ

Learning Organization



Target This book is suitable for all ages who seeks to build a good team and a good working environment.

Extent; 296 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White
Material; Block Copy
 10th Edition

Story

27-year-old Yuka, a member of the Corporate Planning Department, is ordered to instill reforms of its manufacturing division, based on the new management philosophy and revamped action policy. When Yuka actually goes to the factory, she is met with fierce resistance, as the head office's approach and actions seems to be a top-down imposition. Yuka, wondering how to resolve the employees' distrust of the company, happens to participate in a management simulation game based on the "Learning Organization" concept, where she meets Susumu, the owner of a beer hop farm. Yuka takes Susumu's advice and together they systematically sorted out the issues she was facing and changed her behavior and the way she faced members of the team in order to bring her closer to them.

Concepts and Theories

The book shows essential tips on successful organizational change and MIT Sloan School Professor, Peter Senge's theory of "The Learning Organization". Topics such as, Organizational Success Cycle, Systematic Thinking, Collaborative Communication and Team Learning are introduced.



項目	内容
1. 学習の定義	「学習とは、過去の経験から学び、新しい知識やスキルを獲得することである。」
2. 学習の重要性	「学習は、個人や組織の成長を促すための重要な手段である。」
3. 学習の種類	「個人学習、チーム学習、組織学習など、様々な種類がある。」
4. 学習の促進方法	「モチベーションの向上、学習環境の整備、学習機会の提供など、様々な方法がある。」

部分を残すことには、新たな持つという前提や意識の転換が必要である。例として、仕事を理解する人への手配は、自分自身も人々も同じ会社で仕事である。工場の人々を指導する人々と同じように、一緒に行動すれば関係性は構築される。

①「どのような行動が望ましい結果につながるかを学ぶ。」
 ②「どのような行動が望ましい結果につながるかを学ぶ。」
 ③「どのような行動が望ましい結果につながるかを学ぶ。」

④「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑤「どのような行動が望ましい結果につながるかを学ぶ。」

⑥「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑦「どのような行動が望ましい結果につながるかを学ぶ。」

⑧「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑨「どのような行動が望ましい結果につながるかを学ぶ。」

⑩「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑪「どのような行動が望ましい結果につながるかを学ぶ。」

⑫「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑬「どのような行動が望ましい結果につながるかを学ぶ。」

⑭「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑮「どのような行動が望ましい結果につながるかを学ぶ。」

⑯「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑰「どのような行動が望ましい結果につながるかを学ぶ。」

⑱「どのような行動が望ましい結果につながるかを学ぶ。」
 ⑲「どのような行動が望ましい結果につながるかを学ぶ。」

⑳「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉑「どのような行動が望ましい結果につながるかを学ぶ。」

㉒「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉓「どのような行動が望ましい結果につながるかを学ぶ。」

㉔「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉕「どのような行動が望ましい結果につながるかを学ぶ。」

㉖「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉗「どのような行動が望ましい結果につながるかを学ぶ。」

㉘「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉙「どのような行動が望ましい結果につながるかを学ぶ。」

㉚「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉛「どのような行動が望ましい結果につながるかを学ぶ。」

㉜「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉝「どのような行動が望ましい結果につながるかを学ぶ。」

㉞「どのような行動が望ましい結果につながるかを学ぶ。」
 ㉟「どのような行動が望ましい結果につながるかを学ぶ。」

㊱「どのような行動が望ましい結果につながるかを学ぶ。」
 ㊲「どのような行動が望ましい結果につながるかを学ぶ。」

㊳「どのような行動が望ましい結果につながるかを学ぶ。」
 ㊴「どのような行動が望ましい結果につながるかを学ぶ。」

㊵「どのような行動が望ましい結果につながるかを学ぶ。」
 ㊶「どのような行動が望ましい結果につながるかを学ぶ。」

㊷「どのような行動が望ましい結果につながるかを学ぶ。」
 ㊸「どのような行動が望ましい結果につながるかを学ぶ。」

㊹「どのような行動が望ましい結果につながるかを学ぶ。」
 ㊺「どのような行動が望ましい結果につながるかを学ぶ。」



Target The book is suitable for people of all levels who seek to increase inter-personal relationships and become a good communicator.

Extent; 206 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White
Material; Block Copy
14th Edition
 Translated in Traditional Chinese

Active Listening

Story

Izumi, who works at city hall, is assigned to new information service department, that newly elect mayor started. The department is flooded with requests or harsh claims of citizens.

One day, mayor saves Izumi's day by taking part of her place against a furious citizen. Mayor reveals, he successfully used his "Active Listening Skill", which turned raging claimer into smiling and content person. Izumi quickly learns and puts Active Listening into practice, dramatically improved her inter-personal relationship in her work environment, community and family.

Concepts and Theories

Introduce advantages and tips of Active Listening skills through Manga case study. Shows tips such as being better listener than talker, sympathize rather than agree, observation of underlying speaker's objectives are introduced.

The book helps readers improve communication skills through Active Listening by giving real case examples, Do's and Don'ts through very easy to understand Manga style.





Assertion

Story

Mie is a 26-year-old cabin attendant who works at a local airline, but due to her reluctance to say "No", her work and private life are not going well. One day, she meets a woman at the airport who introduces her to concepts of Assertions. Despite her fears, she begins to take action to communicate her thoughts and feelings clearly to her boss and colleagues at work, while taking their emotions into consideration. Mie is surprised to find that her actions gradually take hold, and the previously awkward work environment turns into an environment with better communication. As Mie is now able to clearly express her thoughts, she is able to honestly reevaluate what she originally wanted to do, and is able to work more positively to achieve it.

Concepts and Theories

Entire process of applying Assertion ideas to a real life situation is introduced. Techniques on how to express yourself in a way that conveys what is important while respecting both yourself and others, The basics of assertions: Describe, Express, Specify, Choose, Readers can easily understand and follow the ideas and instructions through real life situation, with Manga style.

Target The book is suitable all adults

- Extent;** 208Pages
- Size;** 127mm x 188mm
- Illustrations;** Yes, Black & White Illustrations, Diagrams
- Material;** Block Copy
- 23rd Edition



3つのタイプの自己表現の特徴

アサーティブ	攻撃的	非攻撃的
自己表現の特徴	強引 強迫 強制的 他者目線的 強制的 他者目線的 強制的	押し込み言葉 卑屈 消極的 自己否定 他者目線的 他者目線的 他者目線的
お互いやすい状況	自分や相手の立場や地位にこだわらず、互いに相手の思いを受け取ることができる。	有利な立場や地位にあるとき、相手は自己利益を優先し、自分の思いを受け取れない。
個性	相手の自主的自立を尊重し、相手の思いを受け取ることができる。相手に思いを受け取れない場合、自己の思いを受け取ることができる。	相手の自主的自立を尊重し、相手の思いを受け取ることができる。相手に思いを受け取れない場合、自己の思いを受け取ることができる。

Anger Management



Story

Shiori, a young banker, is appointed as a project leader for innovative new project. Very excited at first, but soon she becomes very disappointed and furious with rage that her team is not cooperating with her. Emotions betrays her expectations from her bosses, and Shiori seriously starts to worry about her career.

Umehara, who is a regular customer at Shiori's fathers noodle restaurant, sees Shiori taking it out at her father, and suggests Shiori to control her emotions with Anger Management tips.

As Shiori tries Anger Management tips, she starts to observe her peers much objectively, and understand their underlying intentions of their actions, which helped her improve her relations with them. Shiori, herself is very surprised with the change in her but also very pleased with the positive change that brought about.

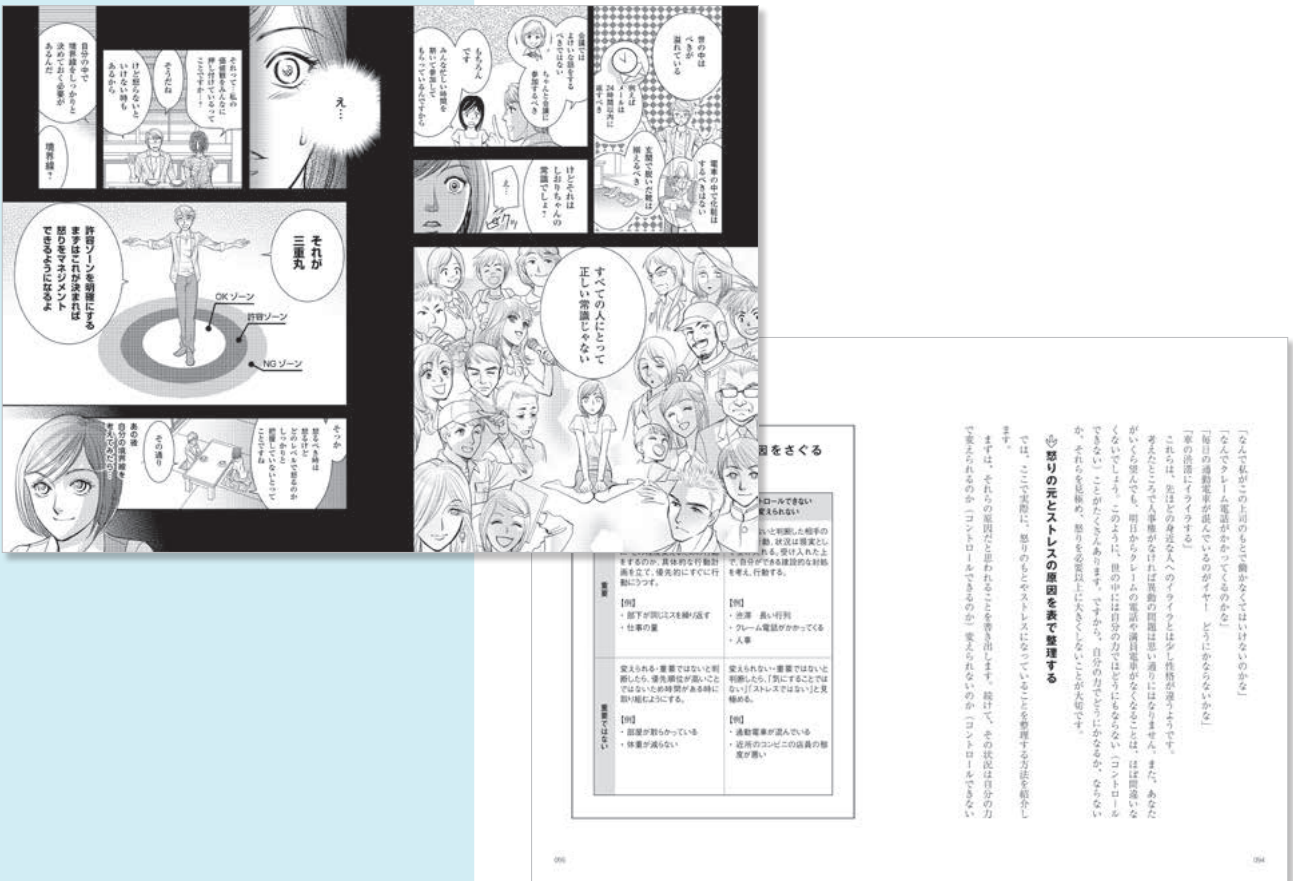
Target The book is suitable for people of all levels who seek to increase inter-personal relationships and become a good communicator.

Extent; 214 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
 14th Edition
 Translated in Traditional Chinese

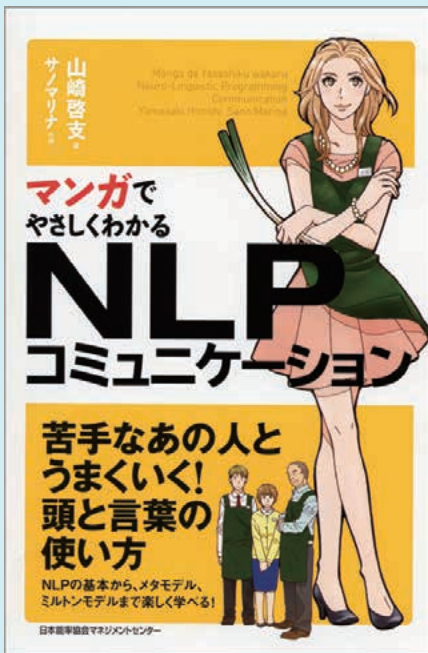
Concepts and Theories

The book covers valuable tips of Anger Management, a psychological training to proactively accompany with anger. It covers topics such as, How anger occurs, Expectation and anger, Tips on how to control anger (Scaling, Count back, Coping), Taking Anger Logs, How to communicate with peers, Express and receive frustrations and etc.

The real-life case study, in Manga style and supplemental explanations are very useful to help readers easily understand the theory and help them try the theory into practice.



NLP (Neuro Linguistic Programming) Communication



Target The book is suitable for people of all levels who seek to increase inter-personal relationships and become a good communicator.

Extent; 254 Pages

Size; 127mm x 188mm

Illustrations; Yes, Black & White

Illustrations, Diagrams,

Material; Block Copy

19th Edition

Translated in Simplified Chinese and Traditional Chinese

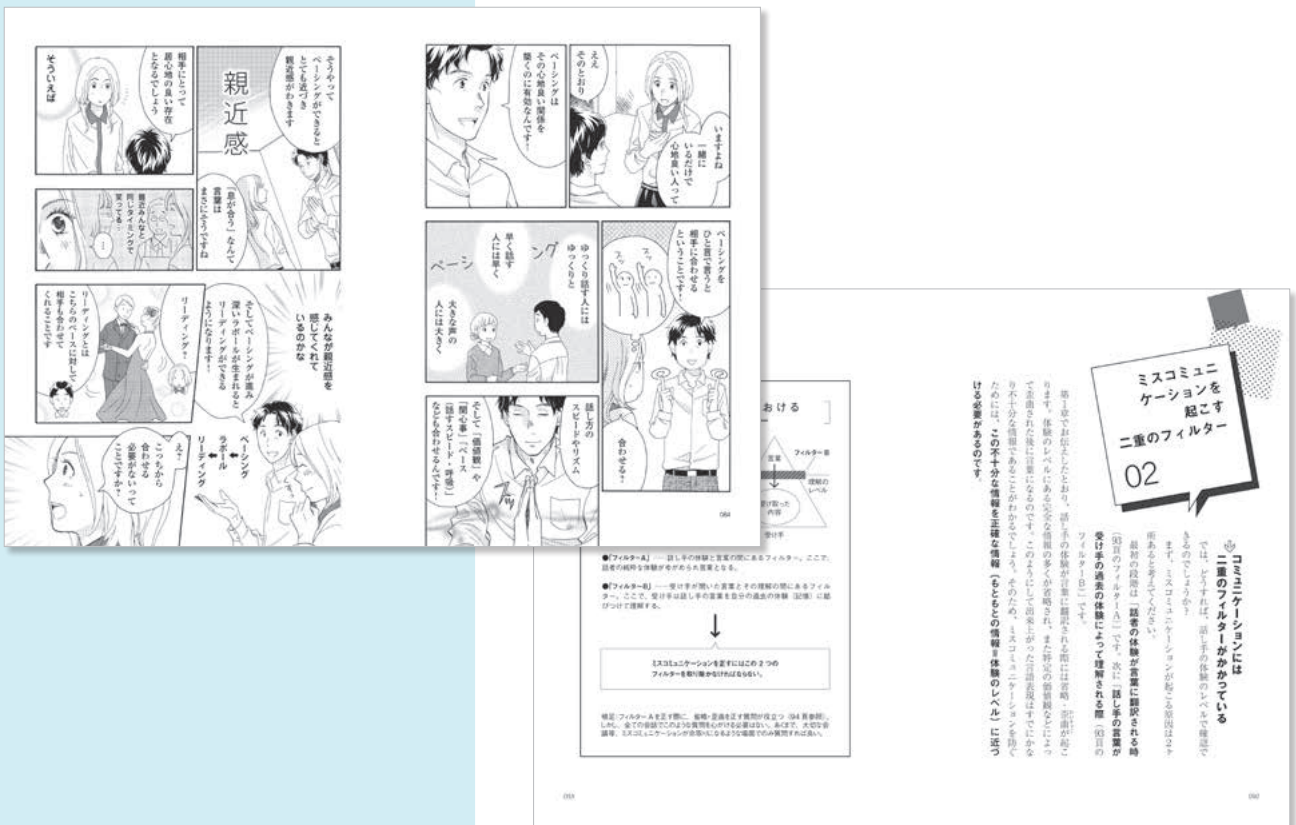
Story

28-year-old Anri, suddenly finds herself in a position to succeed her father's supermarket business, but are very disappointed that none of her previous work experience as a project leader in a leading fashion company is paying off, and feels out spaced by her employees. Her father brings in a consultant to help Anri, not with business but her communication skill. Together Anri works on her communication using NLP tools, which decreased misunderstanding, increased trust with her employees, and even helped her to improve issue solving skills. Improved communication quickly spread to her employees with customers, which led to a stable business turn around.

Concepts and Theories

The book introduces theories such as NLP's basics models in communication, Mechanism of miscommunication, Meta-Model; a model of gathering information and challenging person's language and underlying thinking, Milton-Model; a communication model to transform listener to to be more receptable and open to ideas.

The book helps readers improve communication skills through NLP method by giving real case examples, Do's and Don'ts through very easy to understand Manga style.



Cognitive Behavioral Therapy

Story

Rika has been working for an advertisement agency for 5 years, but she begins to suffer from mild depression after her sudden transfer to a subsidiary company. Frustrated about herself, and fell into a bad spiral, Rika finds herself in a position where her work and personal life are going nowhere.

Then one day, her pet cat, Haru, surprises Rika, by starting to talk to her. In fact, the spirit of a veteran psychotherapist who had been in a car accident transferred to the cat Haru and began to unravel Rika's emotional wanderings. Following Haru's advice, Rika begins to objectively look at her own behavior and thinking habits, to identify the factors that lead to her inner conflicts, and to start devising ways to avoid falling into the pitfalls of her mind.

Rika eventually overcame her conflict and learned to obtain a stable mental balance.

Concepts and Theories

Entire process of cognitive behavioral therapy is introduced.

Topics covers tips on how to observe yourself objectively, tips on how to take note of your schedule for observation, how to sort out the situation, and how to set your goal (SMART), which all helps you to begin right mental balance.



Target The book is suitable for all levels above college students.

Extent; 240 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
 21st Edition



項目	内容
1. 目標設定	「認知行動療法」の目的を明確にし、達成可能な目標を設定する。具体的には「職場でのストレスを軽減する」「人間関係を改善する」などである。
2. 観察記録	日々の生活や職場での出来事、感情、思考、行動を記録する。観察記録は、認知行動療法の効果を評価するための重要なツールである。
3. 認知行動療法の実践	観察記録に基づいて、認知行動療法の実践を行う。具体的には「認知の歪みを修正する」「感情をコントロールする」「行動を変える」などである。
4. 振り返り	定期的に観察記録を振り返り、認知行動療法の効果を評価する。振り返りを通じて、認知行動療法の効果を最大化させることができる。
5. 継続	認知行動療法を実践し続けることが、認知行動療法の効果を最大化させるための鍵である。

「認知行動療法」の目的を明確にし、達成可能な目標を設定する。具体的には「職場でのストレスを軽減する」「人間関係を改善する」などである。

観察記録は、認知行動療法の効果を評価するための重要なツールである。

観察記録に基づいて、認知行動療法の実践を行う。具体的には「認知の歪みを修正する」「感情をコントロールする」「行動を変える」などである。

定期的に観察記録を振り返り、認知行動療法の効果を評価する。振り返りを通じて、認知行動療法の効果を最大化させることができる。

認知行動療法を実践し続けることが、認知行動療法の効果を最大化させるための鍵である。



02

JMAM's Books for Children and Parents



Steiner Education Method



Target The book is suitable for parents of 3 to 9 years old.

Extent; 239 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
 1st Edition
 Translated in Simplified Chinese

Story

Sanae, an elementary school teacher for third grade, and a mother of 4 years old, is very exhausted from her work and home, not keeping up to her own expectations to spend quality time with her student and her own child and running out of time.

An old friend from her college, introduces her with Steiner education schooling and arranges her visit. Sanae is fascinated by the school and begins to implement Steiner educational philosophy in her class and at home.

The children becomes much relaxed, self responsive, and proactive in a correct manner.

Concepts and Theories

Steiner education, also known as Waldorf education, is based on the educational philosophy of Rudolf Steiner, the founder of Anthroposophy. Its pedagogy strives to develop pupils' intellectual, artistic, and practical skills in an integrated and holistic manner. The cultivation of pupils' imagination and creativity in ways that serve their developmental needs is a strong focus.

This book introduces Waldorf education theories through case studies in Manga for quick and easier understanding.

Topics cover theory of childhood development, Steiner's seven year stages of development, and how to provide young people the basis on which to develop into free, morally responsible, and integrated individuals, with the aim of helping young people go out into the world as free, independent and creative beings.



Logical Thinking from Young Ages



Target The book is suitable for people of all levels who seek to develop issue solving skills and communication skills.

Extent; 248 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White
 Illustrations, Diagrams,
Material; Block Copy
 1st Edition
 Translated in Simplified Chinese

Story

A story of four 10 years old kids and their computer programming teacher Misuzu.

Misuzu teaches computer programming for children, is also helping them develop logical thinking skills by helping them observe issues objectively, develop insights, construct and test their own hypothesis to lead to right solutions.

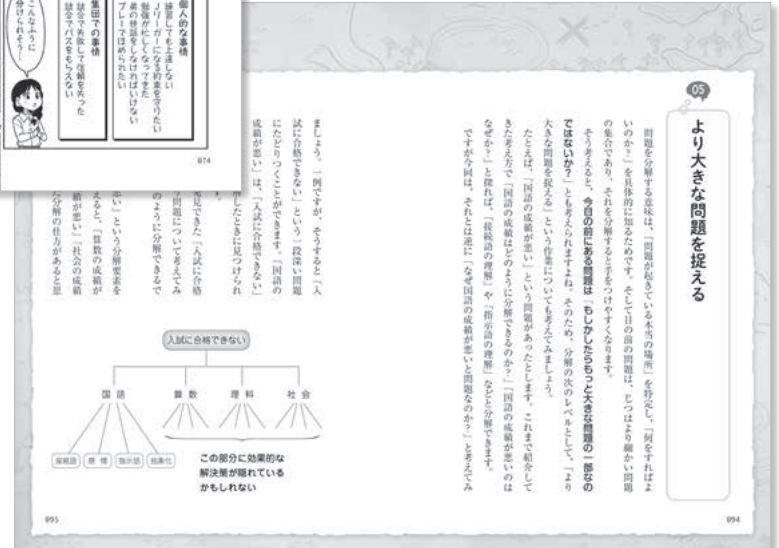
Her kids loves Misuzu, and they comes up to her to discuss and solve their issues logically, when their PC suddenly turns off, when school grades go down, or how to select right design for their bird house in their school.

Kids are the main characters in this story, but the topic helps adults to understand how to use logical thinking tips in a real life through easy-to-understand Manga style. Very useful book for all ages.

Concepts and Theories

Logical thinking skill is very useful, especially in a complex and contemporary society where there is no only correct answer.

The book covers all valuable Logical thinking tips on How to construct hypothesis, Issue Analysis, Logic Tree, PDCA(Plan, Do, Check, Action) Cycle.





Target The book is suitable for parents with young children and is a great guide for life.

Extent; 224 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
 5th Edition
 Translated in Simplified Chinese

Adlerian Education

Story

Story introduces 5 families, all having children ranging from 2 to 12. The case studies introduces families where children seemingly not behaving properly, not responding proactively and always seeking for help of their parents, always having quarrels among siblings. It defines causes of such behavior and how Adlerian education can help such issues.

The real -life case study in Manga style, helps readers easily understand Adlerian education can help children gain confidence, and proactively grow on their own pace.

Concepts and Theories

The book introduces topics such as Improper actions of children and their objectives in 4 stages(Gain interest, Challenge, Retaliate, Lethargy), How believing in your child build their self-confidence, How to build your child's independence and proactivity, How to rightly motivate your child.



Child Coaching

Story

Aya, 24 years old, was spending depressing days at home, after she failed to become a classic pianist and lost her confidence.

One day she happens to see a screaming child magically calming down from a word from a piano tutor, begin to find interest and behave spontaneously.

Aya, hoping reconstruct herself, by learning how to educate children, decides to join Eri's the piano class as a tutor.

While learning Eri's Child Coaching tips, Aya learns development stages of children, how to see things from their standpoint and build sympathy. Aya is very surprised to see how her proper reaction and approach will help children develop themselves, and at the same time find herself living positively as well.

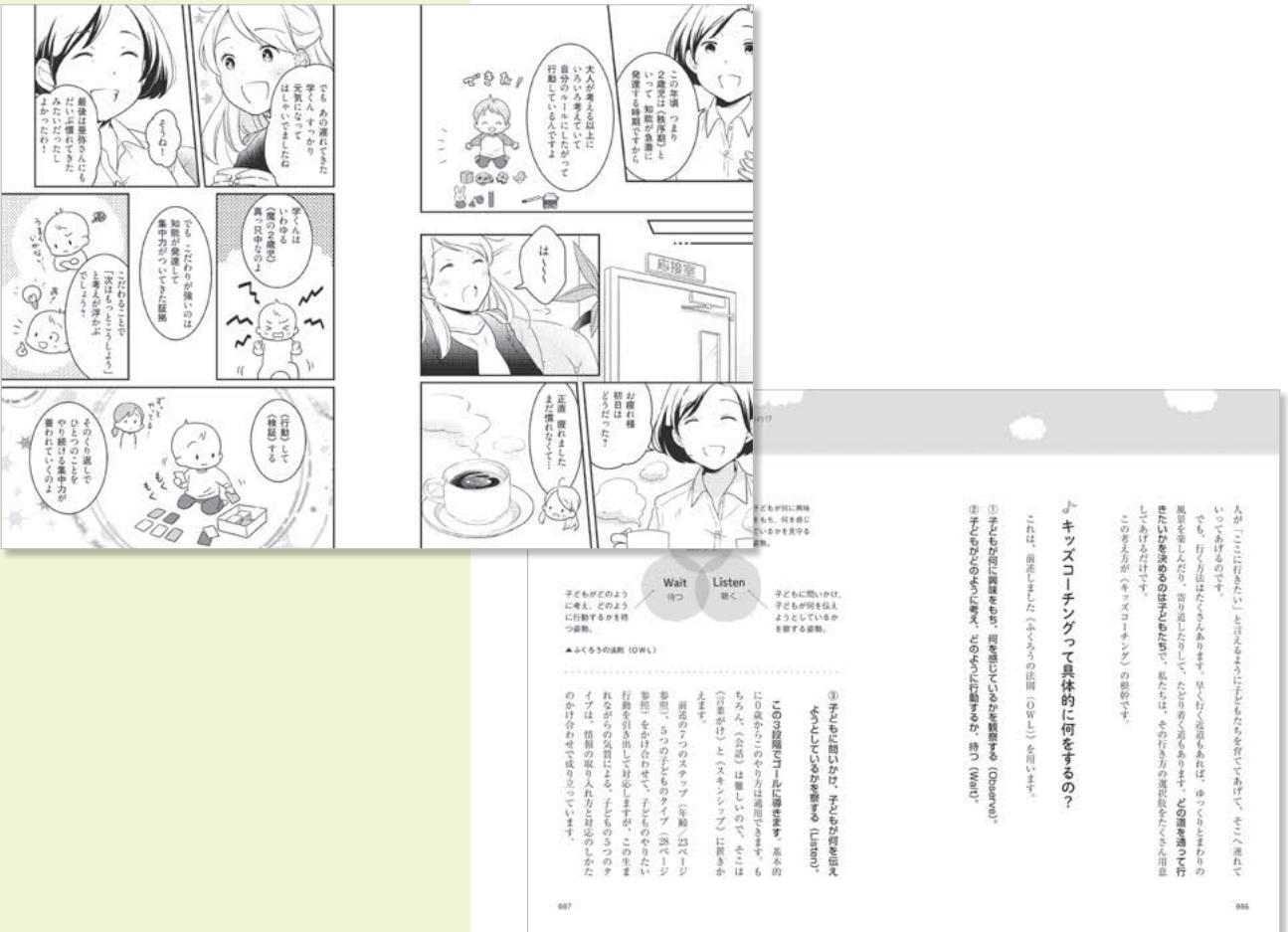
Target The book is suitable for parents with young children and is a great guide for life.

Extent; 214 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White
Material; Block Copy
 1st Edition
 Translated in French

Concepts and Theories

Introduce tips of how to discover and develop kids original talent "Kids coaching skills" through Manga case study.

The book covers topics such as, 7 growth stages of children, 5 types of children, 5 types of parents, Coaching to enhance creativity. Difference of teaching and coaching, Use of I-message to create empathy, Mirroring and pacing with children to provide comfort and guidance. Reaction and words parents should use to develop children's proper actions.





Target The book is suitable for parents with young children and is a great guide for life.

Extent; 232 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White Illustrations, Diagrams,
Material; Block Copy
 6th Edition
 Translated in French and Simplified Chinese

Montessori Method

Story

Mari is a working mother with 3 kids, 5 years old, 2 years old and 1 year old. Every day is chaotic, with kids running around and not behaving, Mari is very stressed and frustrated. One day she runs into a very charming lady, who within one minute, captivates her very active one year old daughter to quietly play with her. Mari eagerly approaches the lady for her advice, who happened to be a Montessori educator. As Mari changes her approach to her kids with Montessori tips, she began to notice significant change of themselves and how they started to calm down, to spontaneously learn and develop by themselves.

Concepts and Theories

The book introduces basics of Montessori method, 4 evolutionary period "Planes of Development", How to prepare environments for spontaneous learning, What to say or not to say to children that would send them off track from their originality. Readers can easily learn basics, through real life situation with Manga style.

敏感期	
敏感期の子どもたち	
運動の敏感期	0歳～2歳半 2歳半～4歳半 基本的な動きを獲得する獲得した動きを自分で調整・洗練させていく
秩序の敏感期	0歳～4歳 (2歳前後のピーク)
感覚の敏感期	0歳～2歳半 2歳半～5歳 五感を働かせて印象を共有し吸収する印象を整理して五感を洗練させる
言語の敏感期 (話し言葉 ＝言葉)	乳児期～6歳 環境にある言葉を耳ごと吸収できる
言語の敏感期 (書き言葉 ＝文字)	3歳～5歳 4歳～6歳 5歳前後のピーク 文字を書くことが大好き(観察眼と併はれる)文字を読んで理解することが好き
数の敏感期	4歳～6歳 身の回りにはある数物ならぬに興味を持つ、特に数えることに集中する
文化の敏感期	6歳前後～ 想像力が発達し、より広い世界へ関心が向く

注：年齢の幅や敏感期の開始は年齢によりやや異なる場合もあります。

モンテッソーリが提唱した主な敏感期は次の通りです。

モンテッソーリは教育が科学的教育法に用いられるのは、「こころ」のことです。こころ、生物や大気、地学、天文学、数学的な関係に基づいて子どもを指導した結果、さまざまな発見があったのです。敏感期だけの発見も、しかも短期間で済ませます。と云えば、それを選しても構いません。しかし、敏感期があるのかを知らずおんがで、子ども自身が変化、子どもの敏感期に気づけるようになります。



Raising Boys

Story

Hideaki and Misuzu are the parents of 3-year-old boy Haruto. From the parents' point of view, Haruto always shows interest in unexpected things and reacts strangely.

The couple is frustrated, as Haruto seems very restless, and do unwanted things, creating trouble everywhere, and they cannot take their eyes off him, but always apologizing to everyone. The couple is always wondering how can Haruto behave and how can they bring about his potential talent.

The couple seeks advice from their mother, parents who have children of same age, and learns characteristics of growing boy and how should they approach him through different growth stages. Little by little, their patience pays off and begin to enjoy Haruto's growth together.

Concepts and Theories

The book helps readers to learn how to raise boys.

It shows reasons why raising boys is a challenge, behavior types of boys, how to approach them without being too emotional, Proper parent - boy relationship by growth stages, what to say to boys, and how to discover and bring about their natural talent.

The book is easy to read and understand with case studies and with Manga style.

Target The book is suitable for parents with young children, and is a great guide for life.

Extent; 260 Pages
Size; 127mm x 188mm
Illustrations; Yes, Black & White
 Illustrations, Diagrams,
Material; Block Copy
 1st Edition

スキヤモンの発達曲線

月齢 (月)	運動型 (No)	知能型 (No)	生体型 (No)
0	0	0	0
2	20	10	10
4	40	20	20
6	60	30	30
8	80	40	40
10	100	50	50
12	180	60	100
14	150	70	100
16	120	80	100
18	100	100	100
20	100	100	100

03

JMAM's Books for Children





Target Ages 8-12

- Extent;** 104 Pages
- Supplement;** 24 Pages
- Size;** 148mm x 210mm
- Illustrations;** Yes, Color Illustrations
- Material;** Block Copy
- 1st Edition
- Translated in Korean and Simplified Chinese and Traditional Chinese

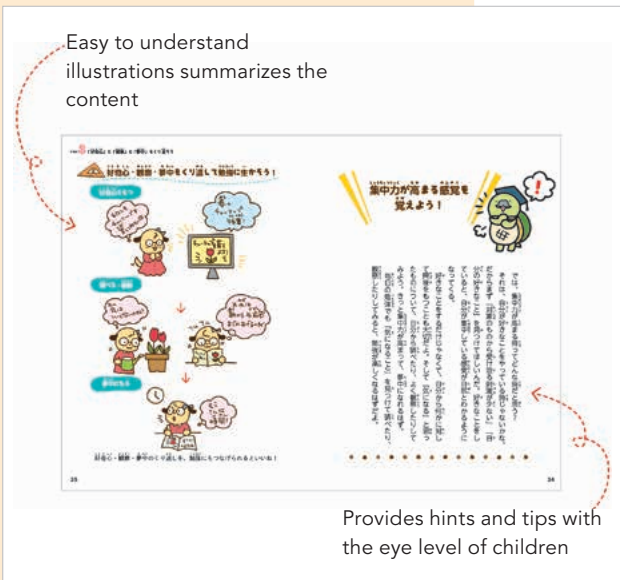
How to study by the age of 12

Many parents may be worried that their children may not be studying hard enough or not doing their homework properly. On the other hand, children, in their own way, are troubled when their parents tell them to study harder, and some of them may even start to hate studying.

This book is a collection of hints to bridge the gap between parents and children and make them love studying.

With fun illustrations and easy-to-understand explanations, this book will make your children rethink why they need to study.

The book helps them realize that studying is rather a joy and fun of learning new things, thinking, and being able to do things, which mindset will be useful for the rest of their life.



How to be organized by the age of 12

Many children are scolded by their parents for not tidying up their rooms, leaving their desks messy, or forgetting or losing things. Children have the desire to organize, but they have trouble doing so.

This is a book that will make your child think about why they cannot keep things in order or keep their rooms clean, how to become a better organizer, and when they finish reading it, they will be inspired to try.

From a child's point of view, through quizzes and games, they will realize that acquiring the know-how of organizing and keeping things in order is not only about cleaning their rooms, but also about gaining the know-how of logically organizing one's mind and improving productivity.



Target Ages 8-12

Extent; 104 Pages

Supplement; 24 Pages

Size; 148mm x 210mm

Illustrations; Yes, Color Illustrations

Material; Block Copy

1st Edition

Translated in Korean and Simplified Chinese and Traditional Chinese

Easy to understand illustrations summarizes the content



Provides hints and tips with the eye level of children



Fun interactive quizzes and games are designed to help self-learning of the concept

How to manage time by the age of 12

While parents are frustrated by their children's inability to use time well, children, in their own way, are troubled by their parents' nagging at them when they don't feel like doing what they need to do.

This is a book that will help your child think about how to manage and use time well, how to become a person who can use time well.

From a child's point of view, through quizzes and games, they will realize that learning how to use time well is not only about making a good schedule and not spending too much time on preparation, but also about how to control their own concentration and motivation, which will be useful even as adults as they improve their daily productivity.



Target Ages 8-12

Extent; 104 Pages

Supplement; 24 Pages

Size; 148mm x 210mm

Illustrations; Yes, Color Illustrations

Material; Block Copy

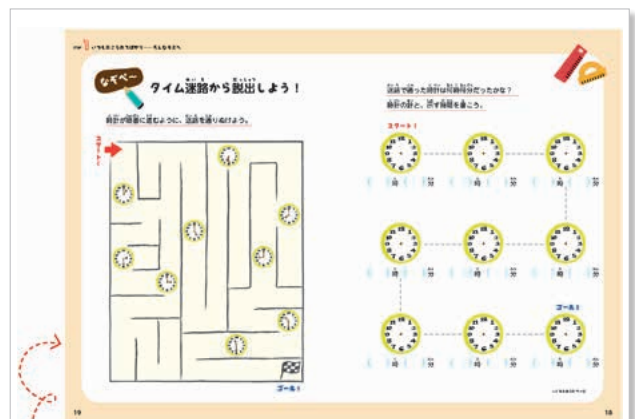
2nd Edition

Translated in Korean and Simplified Chinese and Traditional Chinese

Easy to understand illustrations summarizes the content



Provides hints and tips with the eye level of children



Interactive quizzes and games are designed to help self-learning of the concept

How to get along with others by the age of 12



Does my child get along well with his or her friends? Can my child express his or her ideas properly?

While parents worry about these issues, children, in their own way, worry about their immediate relationships, such as being caught between friends or what to do when they fight with friends.

With fun illustrations and easy-to-understand explanations, this book will help kids think about human relationships.

This is a book that will help your child think about what friends are, realize what is necessary to get along well with friends, and when they are done reading it, they will be inspired to do the same.

Target Ages 8-12

Extent; 112 Pages

Supplement; 24 Pages

Size; 148mm x 210mm

Illustrations; Yes, Color Illustrations

Material; Block Copy

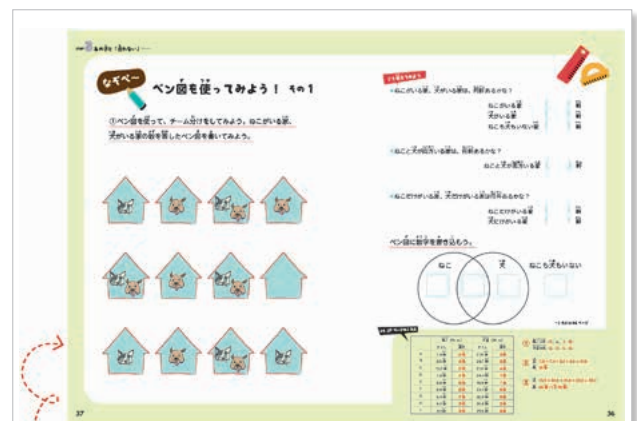
1st Edition

Translated in Korean and Simplified Chinese and Traditional Chinese

Easy to understand illustrations summarizes the content



Provides hints and tips with the eye level of children



Fun interactive quizzes and games are designed to help self-learning of the concept

How to express your feelings by the age of 12

Many parents are troubled by their children's attitude when they meet someone. On the other hand, children have their own worries such as "I can't communicate my feelings well" or "I have misunderstood my friends".

This book is a collection of tips on how to bridge the gap between parents and children and improve communication skills.

It is a book that will help your child think about how to convey their thoughts correctly, realize how to become a good communicator, and when they are done reading it, they will be ready to give it a try.

From a child's point of view, through quizzes and games, the reader will realize that developing communication skills is about honing one's compassion for others, thinking from the other person's point of view, and expressing one's thoughts honestly, and that this is what will make one more attractive in the community.



Target Ages 8-12

Extent; 112 Pages

Supplement; 24 Pages

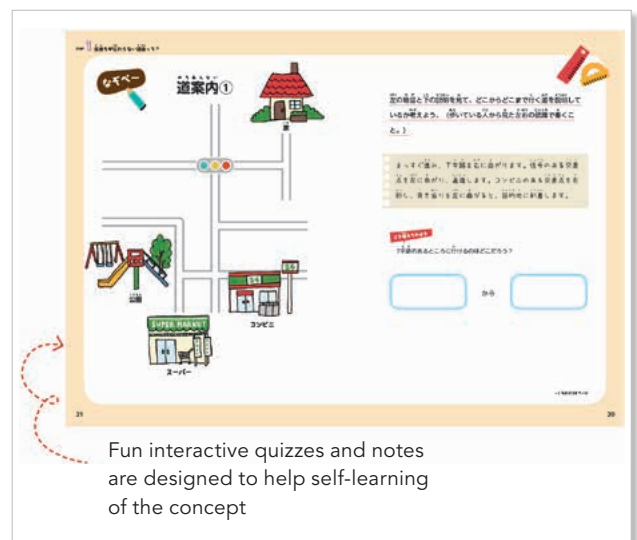
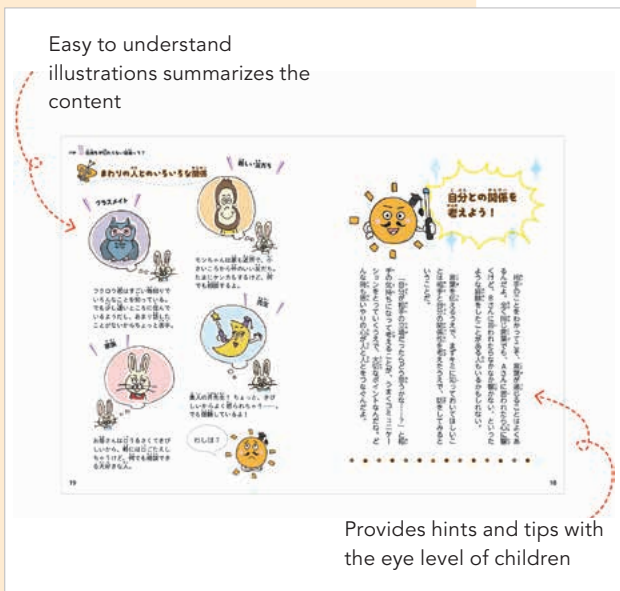
Size; 148mm x 210mm

Illustrations; Yes, Color Illustrations

Material; Block Copy

1st Edition

Translated in Simplified Chinese and Traditional Chinese



How to think about your future by the age of 12



Target Ages 8-12

Extent; 104 Pages
Supplement; 24 Pages
Size; 148mm x 210mm
Illustrations; Yes, Color Illustrations
Material; Block Copy
 1st Edition
 Translated in Simplified Chinese and Traditional Chinese

This book is designed to help children become aware of their future lives and to help them develop their own goals.

We live in an age, that getting good grades in school and working for a big company is no longer a guarantee of a secure future. In an age where people need to be able to decide how to live on their own and to be independent enough to live on their own, they need to be able to think, decide and act on their own.

Children have vague ideas about what they want to do in the future and whether they need money, but they don't have time to think about it properly and become adults in no time.

This is a book that encourages children to think about what kind of life they want to have when they grow up, to envision what they want to be in the future.

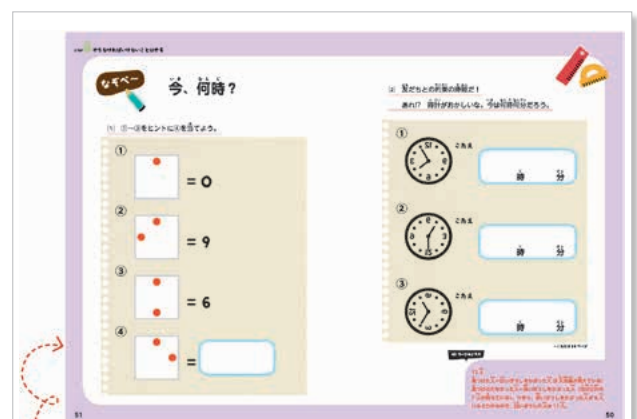
Through quizzes and games, children will realize that they need to support themselves, or support their family, when they grow up, and what can they do as a work to do that.

This envisioning will help them be more motivated and proactively spend their days going forward.

Easy to understand illustrations summarizes the content



Provides hints and tips with the eye level of children



Fun interactive quizzes and games are designed to help self-learning of the concept



Target Ages 8-12

Extent; 166 Pages
Size; 148mm x 210mm
Illustrations; Yes, Color Illustrations
Material; Block Copy
3rd Edition

Magical communication with others by age 10

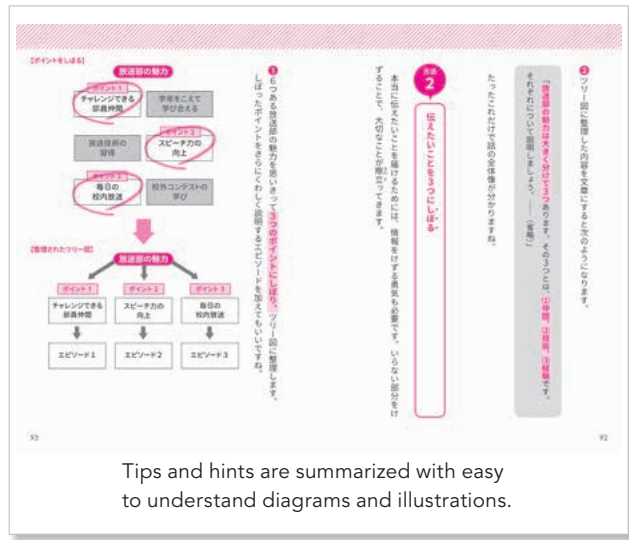
This book helps children as young as 10 years old learn the basics of presentation in a practical and formative way through Manga and exercises.

It introduces a series of presentation topics, including how to create a message, the logical structure necessary for a presentation, how to make presentation slides, and how to speak in an actual presentation.

Each chapter describes the key essence with Manga for easier understanding, followed by series of questions for young readers to think, and provides answers with why the right answer is correct. Author provides useful related tips after each chapter.



Manga is used to illustrate the real-life situations



Tips and hints are summarized with easy to understand diagrams and illustrations.



Toilets of the World

As a fashion model and traveler, the author has traveled and shared living with local families of 50 countries and 10 regions around the world. She introduces the toilets of the world with Dr. Mitsuharu Sato, a Master of Toilets.

By using toilets as an example, the book introduces the lives of people around the world, cultural differences, religion, and the relationship between humans and nature.

With colorful illustrations, entertaining cartoons, and quiz games, children will learn why the toilets in their countries are the way they are.

Through this book, children can gain a better understanding of the diversity of the world and increase their acceptance of differences in values. Explanatory notes for parents is a good guide to communicate with children.

Target Ages 6-12

Extent; 120Pages

Size; 148mm x 210mm

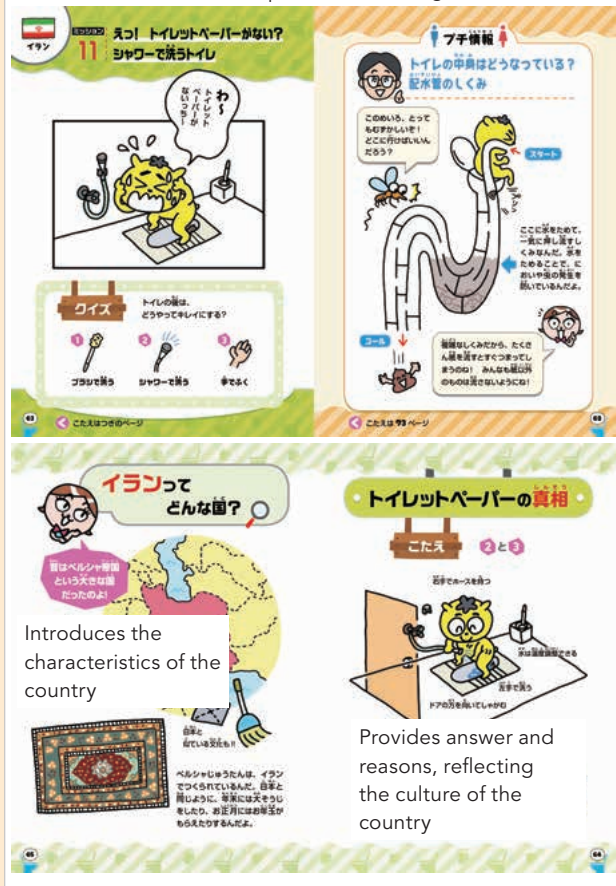
Illustrations; Yes, Color Illustrations, workbooks, quizzes

Material; Block Copy

1st Edition

Translated in Korean, Simplified Chinese

Quizzes for children to stop and think through.



Introduces the characteristics of the country

Provides answer and reasons, reflecting the culture of the country



Fun interactive quizzes and games are designed to better understandings



Target Ages 6-12

- Extent;** 96Pages
- Supplement;** 24 Pages
- Size;** 148mm x 210mm
- Illustrations;** Yes, Color Illustrations, workbooks, quizzes
- Material;** Block Copy
- 1st Edition**

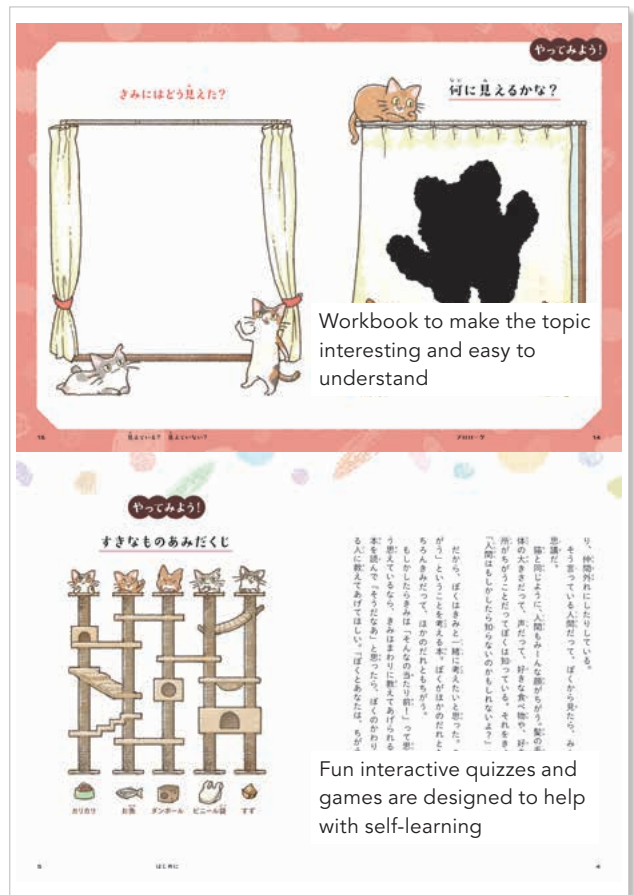
Discussing LGBTs for the first time at home

The author of the book is a transgender educator, who has felt uncomfortable being a woman since she was a child.

Through the main character's cat, she tells children to know that there are only you in the whole world, and it is a privilege to live your own life in this world where each person is different.

Through stories, questions, and workbooks, participants will experience and realize that each person is different, and that it is natural to be different, just as each person's face is different.

The book provides great guidance for the child and family to accept diversity, which is a core idea of understanding LGBTs.



Workbook to make the topic interesting and easy to understand

Fun interactive quizzes and games are designed to help with self-learning



Poses a question to children to stop and think through.

Provides hints and tips with the eye level of children



Target Ages 4-8

Extent; 64 Pages

Size; 210mm x 190mm

Illustrations; Yes, Color Illustrations

Material; Block Copy

1st Edition

Teach me! How to be a child who understands the feelings of others!

This series of picture books is based on the teachings of Buddhism to nurture children's moral values.

In this book, the dog monk Koro gives clear answers to the questions that children wonder about everyday, such as their relationships with friends and family.

Why do we have to make friends?

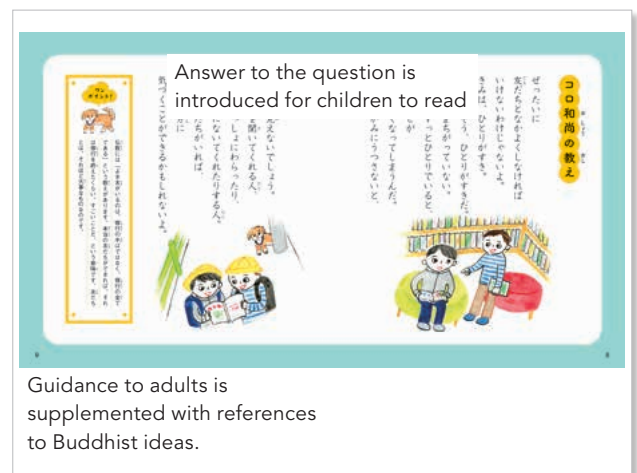
What happens when someone gives you a nickname you don't like?

I'm upset that my family is all about my sister.

In addition to answering each of these questions in easy-to-understand terms for children, the book also provides parents with an explanation of the Buddhist teachings behind the answers for children.

The words of Monk Koro are those of the supervising monk, Tetsuso Shaku.

It is a book that gently admonishes the teachings of Buddhism in a way that even children can understand, encourages parents and children to think together.



Guidance to adults is supplemented with references to Buddhist ideas.



Target Ages 1year and 8months-3

Extent; 20Pages
Size; 195mm x 188mm
Illustrations; Yes, Color Illustrations
Material; Block Copy
 1st Edition

I made it to a Toilet!

This is a picture book to practice toilet training while reading to young children who are starting toilet training. It is based on the Montessori idea that it is not up to adults to train children to go to the bathroom on their own, but rather it is up to children to learn on their own. Montessori education emphasizes the importance of teaching children about the real world.

Through picture books, children can learn about the discomfort of wetting their pants and pleasure of going to the toilet by oneself. This provides a good example of self learning and self identification, which is a characteristic of Montessori way of learning.

At the end of the book, there is useful information for parents who want to practice. This book is a fun way to challenge Montessori toilet learning with your child.

