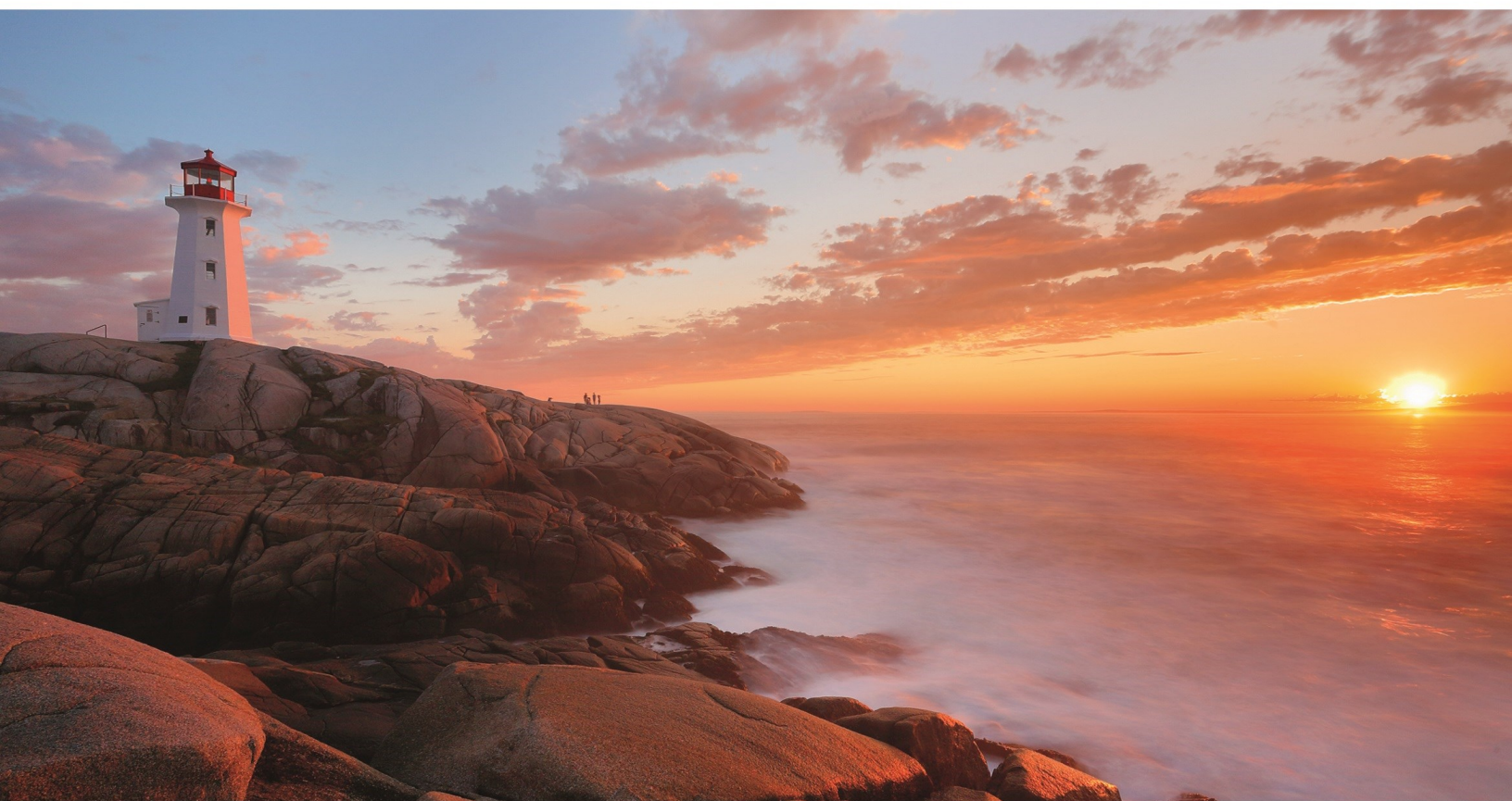




SUMMER

2019



TRAVEL CATALOGUE

BE MORE



DK EYEWITNESS
 江戸時代 日本人の生活
 The Art of
 Japanese Living

9780241385586

- 6.69 x 8.56 in
- 224 pages
- DK Eyewitness Travel

Subject

HISTORY / Asia / Japan

Distributor

Penguin Random House

Availability: Not yet available

Carton quantity: 1

Be More Japan

By (author) DK Travel

Jul 30, 2019 | Hardcover \$26.00 |

***Be More Japan* is a 'bible' of all things Japanese - from the country's fascinating, ancient traditions to its unique and influential modern culture.**

Blending both travel information and cultural insights into a single book, *Be More Japan* helps you understand and experience the best of Japan, both at home and abroad.

Beginning with an overview of the four seasons - a key theme in Japanese culture - you'll learn about the festivals, food, fashion and flowers that change throughout the year and make this country so full of fun and variety. Then dive into the captivating culture of Japan, with topics such as art, music, food, wellness and spirituality all split into separate sections to help you pinpoint the areas that interest you. Learn about the traditional skills of the tea ceremony and calligraphy, and where you can go to see and practise them yourself. Find out more about the country's most popular sports and where to catch a game of baseball or see a martial arts exposition. For pop culture fans, there are dedicated sections on J-Pop, anime and video games, with plenty of information on the best places to enjoy them in Japan. And if you want to get a feel for modern Japanese lifestyle, you'll find enough details on topics such as transport, karaoke, ikigai, shopping and hot springs to help you make the most of even a short trip to Japan.

You can pick and choose what interests you to plan your perfect trip, or explore a bit of everything to get a sense of the essentials of Japanese life and culture. And for those who can't make the trip to Japan, or who want to carry on the experience when they return, there are tips and suggestions for how to bring Japanese culture to you, and places where you can see its influence around the world.

Key Selling Points

Be More Japan is a unique proposition; no other book on the market covers both culture and travel in this way.

Accessible insight into all aspects of Japan's fascinating culture.

Taps into a rise in interest in Japanese lifestyle, such as ikigai (personal raison d'être) and decluttering.

The Japanese government set a target of increasing visitors to Japan to 20m annually by 2020. They reached this target 5 years early in 2015 and so have increased their target to 40m.

Visitor numbers to Japan have risen every year since 2012, with over 28 million visitors in 2017 (source: Japan National Tourist Office).

Visitor numbers in 2017 for key English-speaking markets: US: 1.3m (up 45% from 2014); Australia: 495,000; UK 310,000; Canada: 305,000.

With the Rugby World Cup in Sep-Nov 2019 and the Summer Olympics being held in Tokyo in 2020, Japan will continue to be in the press.

Previous ISBN

9780241385586 *Be More Japan* by DK Travel, Hardback, Jul 30, 2019, \$26.00

Comparable Titles

9781786570352 *Lonely Planet Japan 15th Ed.* by Lonely Planet, Paperback / softback, Aug 15, 2017, \$41.99,

9781465457196 *DK Eyewitness Travel Guide Japan* by DK Travel, Paperback / softback, Feb 21, 2017, \$36.00,



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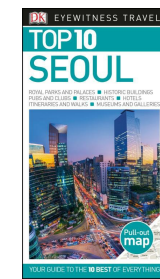
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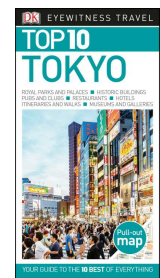
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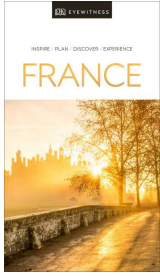
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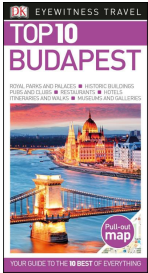
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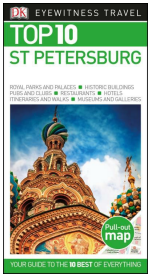
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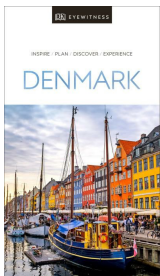
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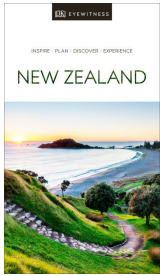
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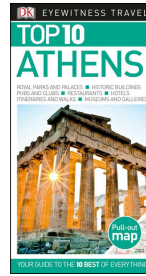
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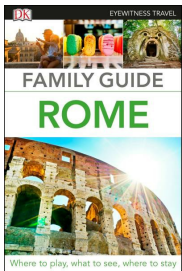
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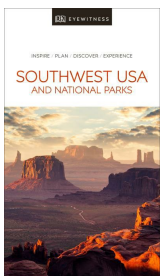
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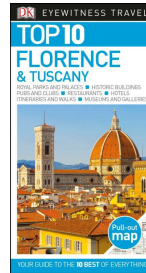
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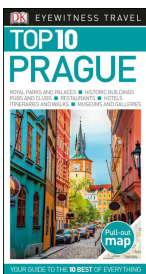
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