

Press Information

Books by Kyocera Founder Kazuo Inamori Exceed 20 Million Printed Copies Worldwide

Creator of Amoeba Management System and motivational leadership philosophy enjoys rising popularity outside Japan

Kyoto/London, 02nd December 2020. KYOCERA Corporation (President: Hideo Tanimoto, hereafter “Kyocera”) today announced that the books authored and co-authored by Dr. Kazuo Inamori, founder and chairman emeritus of KYOCERA Corporation, now exceed 20 million printed copies worldwide.

Inamori’s first book, “Elevate Your Mind and Expand Your Business,” was published in 1989. Since then, he has authored 42 publications and co-authored 18 others, with translations in 19 languages. Inamori is the creator of the Amoeba Management System, a “management by all employees” approach that has been implemented by approximately 700 companies, including Kyocera and KDDI – as well as Japan Airlines, where he led a successful financial turnaround as an unpaid volunteer from 2010 to 2013.



In 2015, when Inamori’s titles reached the 10-million-copies milestone, almost half were in circulation in Japan, where his companies were founded. In the last five years, as the total number has doubled, sales and readership have grown faster outside Japan. Of more than 20.17 million copies¹ worldwide today, about 6.62 million (33 %) are in Japan and 13.55 million (67%) are in other nations.

“A Compass to Fulfillment,” one of Inamori’s major works, has reached 4.32 million copies outside Japan, far exceeding the 1.37 million copies published in the Japanese market. Response from readers in China has been particularly strong, accounting for more than 94 % of all copies published outside Japan as interest in Inamori’s management philosophy there continues to grow.

¹ as of October 2020



Following are Inamori's five most popular books published in Japan and other nations (units in million):

Title	Total Prints	In Japan	Outside Japan
"A Compass to Fulfillment"	5.681	1.365	4.316
"Hatarakikata" or "The True Meaning of Work"	1.699	0.294	1.405
"Amoeba Management"	1.153	0.31	0.843
"A Passion for Success"	1.056	0.362	0.694
"Inamori Kazuo no Jitsugaku" or "Kazuo Inamori's Practical Study of Management and Accounting"	1.049	0.64	0.409

For more information on Kyocera: www.kyocera.co.uk

About Kyocera

Headquartered in Kyoto, Japan, KYOCERA Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 298 subsidiaries (as of March 31, 2020), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the most experienced producers of smart energy systems worldwide, with more than 40 years of know-how in the industry.

The company is ranked #549 on Forbes magazine's 2020 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of over 75,500 employees, Kyocera posted sales revenue of approximately €13,33 billion in fiscal year 2019/2020. The products marketed by the company in Europe include printers, digital copying systems, semiconductor-, fine ceramic-, automotive- and electronic components as well as printing devices and ceramic kitchen products. The Kyocera Group has two independent companies in the United Kingdom: KYOCERA Fineceramics Ltd. and KYOCERA Document Solutions.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at approximately €828,000 per prize category).

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