

Boyé Lafayette De Mente: Japan's Unheralded Ambassador to the World!

Boyé Lafayette De Mente has written more books about Japan than any other writer, dead or alive, and has long been described by many of his writing peers as a legend.

While known worldwide among businesspeople dealing with Japan, scholars specializing in Japan, and students of things Japanese, De Mente is not been known to the general public [until recently] because most of his books have been nonfiction and focused on areas of specific interest rather than mass-market fiction.

Categories of De Mente's pioneer books on Japan:

- 1) Japan's business culture (ethics and morality)
- 2) The mindset and day-to-day policies and practices of Japanese businessmen
- 3) The make-up of Japan's business infrastructure (manufacturing, wholesaling, retailing, advertising and marketing)
- 4) Japan as one of the world's best tourism destinations
- 5) Japan's outstanding scenic and cultural attractions
- 6) Cultural and practical insights for tourists going to Japan
- 7) Japan as a mecca for shoppers
- 8) Japan as a mecca for dining out
- 9) The cultural influence of the Japanese language
- 10) Learning basic Japanese through English language phonetics
- 11) The influence and importance of haiku and tanka poetry

BIOGRAPHICAL INFORMATION

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NAME:..... Boyé Lafayette De Mente

Birth Date:..... 12 November 1928

Birthplace:... Mayberry, Reynolds County, Mo. USA

Education:

McKinley High School, St. Louis, Mo., USA

Jochi University, Tokyo, Japan (1950-52 off-campus program)
Thunderbird – (now) THUNDERBIRD: The School of Global Management, Glendale, Az. USA (1953)
Jochi Daigaku, Tokyo, Japan 1953-55 (degree in economics and the Japanese language)

Military Service:

U.S. Navy (1946-1948), Cryptographer, Washington D.C.
U.S. Army Security Agency (1948-1952), Tokyo, Japan, Decoding Technician, and founder/editor of agency newspaper, The ASA Star.

Work Experience:

The Japan Travel Bureau (1953-54), Tokyo, Japan
Preview Magazine, Editor (1954-55), Tokyo
Far East Traveler, Editor, (1955-56), Tokyo
The Japan Times, Editorial Staff (1956-57), Tokyo
The Importer Magazine, Editor (1958-1962), Tokyo, Japan
Instructor, (Thunderbird) American Graduate School of Intl Mgt (1972-73), Glendale, AZ
Adjutant Professor of Asian Studies, ASU, (1970-80), Tempe, AZ
Guest lecturer, Thunderbird, The School of Global Management, Glendale, AZ
Guest lecturer, Arizona State University (ASU West)
From 1962 to present: professional author/consultant on the business cultures of China, Japan, Korea and Mexico.

BOOKS PUBLISHED / Books on Japan* [for other books by De Mente see his website]**

***Japanese Etiquette & Ethics in Business (First edition 1959, Second edition 1974, 3rd edition 1994)

***The Tourist & the Real Japan (1961)

***How to Do Business with the Japanese (1962/1974/1984/1995)

***Bachelor's Japan (1962 / 2000)

***Traveler's Language Guide to Japan (1963)

***Japanese Secrets of Graceful Living (1964)

***Faces of Japan--23 Critical Essays (1964)

***Businessman's After Hours Guide to Japan (1968)

***Mistress-Keeping in Japan (1969/2001)

***Exotic Japan--The Land, Places, People & Pleasures (1974/2001)

***Businessman's Language Guide to Japan (1974)

***Reading Your Way around Japan--A Sign for Every Occasion (1974)

***The Whole Japan Book (1984, 1994)

***The Japanization of America (1986)

***Japanese in Plain English (1987)

***Japan at Night--A Guide to Entertainment & Recreation in Japan (1988)

***Discovering Cultural Japan (1988)

***Businessman's Quick-Guide to Japan (1989)

***Japan's Secret Weapon: The Kata Factor (hard-cover, 1990)

***Survival Japanese (1990)

***Japan Made Easy--All You Need to Know to Enjoy Japan (1991/2000)

***Diner's Guide to Japan (1991/2006 revision)

***Shopper's Guide to Japan (1992/2006 revision)

***Etiquette Guide to Japan (1992 / 2006 revision)

***Instant Japanese (1993)

***Behind the Japanese Bow--Predicting & Understanding Japanese Behavior (1993)

***Japan's Cultural Code Words (1994)

***Japanese for the Travel Industry (1995)
***Japan Encyclopedia (1996)
***Japan's Business Code Words (1996/2000)
***The Japanese Have a Word for It! (1997)
***Subway Guide to Tokyo—Key Destinations, Lines & Exits in the World's Biggest Maze (1997/2001/2005)

***Nihon Rashisa wo Eigo ni Dekimasu Ka (with Michihiro Matsumoto, Nov. 2000))
***Naze no Ei-Tango 230 (Loaded English)—The Multiple Meanings & Uses of Key English Words (2001)
***Tsuji-nai Katakana Eigo—The Meanings & Uses of Japanized English Words (with Michihiro Matsumoto, 2001)
***Japan Unzipped—The Japan Behind the Cherry Blossom Façade, (e-book, 2001)

***KATA—The Key to Understanding & Dealing With the Japanese (2003)
Asian Face Reading—The Secrets Hidden in the Human Face (2004)
***The Japanese Samurai Code—Classic Strategies for Success (2004)
***Which Side of Your Brain Am I Talking To? -- The Advantages of Using Both Sides of Your Brain (April 2005) [based on the right-brain/left-brain theories of Dr/ Tadanobu Tsunoda]
***Insider's Guide to the Real Japan (ebook, May 1, 2005)

***Samurai Strategies—42 Secret Martial Arts from Musashi's "Book of Five Rings" (2005)
***Samurai Principles & Practices That Will Help Preteens & Teens in School, Sports, Social Activities & Choosing Careers) (fall 2005)
***Japan Unmasked—The Character & Culture of the Japanese (April 2006)
***Sex and the Japanese—The Sensual Side of Japan (August 2006)
***Elements Japanese Design (November 2006)
***Dining Guide to Japan (2008)
***Shopping Guide to Japan (2008)

Now in production: **EXOTIC JAPAN – The Visual & Sensual Pleasures** [in cooperation with the Japan National Tourist Organization, which is providing most of the photographs]

*Various titles published in Chinese, Czech, French, German, Hebrew, Italian, Indonesian, Japanese, Polish, Russian & Spanish.

Boye's so-called "Spook Bio" written by an old friend from his Navy days in WDC

Boyé Lafayette De Mente

By Jack Culebra

An ex-"very low-level spook," journalist, editor, adventurer, lecturer, and the author of more than 60 books, Boyé Lafayette De Mente was born in southern Missouri in 1928, moved to St. Louis in 1940, joined the U.S. Navy in 1946, was trained in cryptography and served in Communications Supplementary Activities ("spy stuff").

In 1948 De Mente switched from Navy intelligence to the Army Security Agency (ASA), and was assigned to Japan during the heyday of the American occupation of that country. In 1950 he went from intelligence work to being the editor of the *ASA Star*, a weekly newspaper published in Tokyo for his ASA unit.

Returning to the U.S. in 1952 De Mente attended The American Institute for Foreign Trade (now the famous Thunderbird School of Global Management). He returned to Tokyo in 1953, and worked for a succession of newspapers and magazines, including *Today's Japan* and *The Japan Times*. He also attended Jochi University at night, earning a degree in Japanese and economics.

In May 1957, De Mente joined Australian adventurer Ben Carlin on an amphibious jeep ("Not a Duck... which is four times bigger than a jeep!") and made a 4-month crossing of the North Pacific Ocean, arriving in Anchorage, Alaska on September 4--a remarkable voyage he recounted in a book appropriately called *Once A Fool--From*

Japan to Alaska by Amphibious Jeep. This feat was widely reported in the world press, and put Carlin and De Mente in the *Guinness Book of World Records*, and in *CAR and DRIVER'S Amazing Stories*.

After recuperating from the jeep trip, De Mente returned to Japan, where he became editor of *The Importer* magazine, the leading English language trade journal in Asia, featuring Asian products for world markets (founded by another Thunderbird graduate, Ray Woodside). For the next 4.5 years, De Mente covered the export trade in Japan, Korea, Taiwan, Hong Kong, Thailand, Malaysia, Singapore and the Philippines.

De Mente wrote his first book, *Japanese Etiquette & Ethics in Business*, in 1959. A pioneer work in the field, it became a bestseller ("everywhere except in the U.S., which had not yet discovered Japan!"). This book was soon followed by *How to Do Business with the Japanese* and *Bachelor's Japan* (the latter becoming a world-wide bestseller for more than 20 years).

De Mente retired from salaried employment in 1962 and began turning out from one to two books a year, including *Bachelor's Hawaii*, *Bachelor's Mexico*, *Women of the Orient--Intimate Profiles of the World's most Feminine Women*, and *Face-Reading for Fun & Profit*.

The latter book came about as a result of a 1955 meeting and interview with Japan's most famous face-reader--a man who had been retained by the Japanese military in the late 1930s and early 1940s to read the faces of new recruits and suggest what units they should be assigned to. De Mente became a student of face-reading, studying under both Japanese and Chinese masters.

Following publication of *Face-Reading for Fun & Profit*, De Mente went on the lecture circuit as a face-reader, including one memorable appearance on the nationally broadcast *What's My Line* television show in New York. He has continued to make use of his face-reading skills in both his business and private life. One of the most interesting things about face reading, he adds, is that over half of the readings apply to the individual's sexual nature.

In addition to continuing his "etiquette and ethics" series of books on Japan, China, Korea and Mexico, De Mente also authored a major "code word" series of books on the same countries (Japan's Business Code Words, Japan's Cultural Code Words, China's Cultural Code Words, etc.)

Each of these books consists of essays on the historical and present-day cultural nuances and uses of from 200 to 350 key words ("words that are pregnant with cultural meaning") in each of the languages involved. The books are now widely used in universities and other educational organizations around the world.

De Mente's most recent books include *The Cultural Code Words of the Hopi People*, *The Cultural Code Words of the Navajo People*, and *Samurai Principles & Practices That Will Help Preteens & Teens in School, Sports, Social Activities & Choosing Careers*.

His primary publishers are McGraw-Hill and the Periplus-Berkeley-Tuttle group of companies.

Brief Profile

Boye Lafayette De Mente

Boye Lafayette De Mente (b.1928) has been involved with Japan and East Asia since the late 1940s as a member of a U.S. intelligence agency, student, business journalist, and editor. He is the author of more than 50 books on Japan, Korea and China, including the first ever on the Japanese way of doing business: "Japanese Etiquette & Ethics in Business (1959), and "How to Do Business with the Japanese" (1961).

His other pioneer series include business and cultural 'code word' books on the above countries that provide hundreds of "windows" to the mindset and behavior of the Japanese, Koreans and Chinese...definitive insights combined with specific guidelines for dealing effectively with cultural differences.

His book *KATA—The Key to Understanding & Dealing With the Japanese* (originally published as *The Kata Factor: Japan's Secret Weapon*) is widely regarded as the most definitive work ever done on why the Japanese think and behave the way they do.

For nearly half a century De Mente's books have served as "bibles" for the international business community, and are widely used in universities around the world. His titles are available from leading bookstores as well as from Amazon.com and other online booksellers.

In addition to writing and lecturing on Japan, Korea and China, De Mente has served as a consultant to both Japanese and Western companies since the early 1960s. He is a permanent guest lecturer at

Thunderbird—The Garvin School of International Management and at Arizona State University (West), and has lectured at numerous other universities in the U.S.

He has also served as a panel member in numerous programs designed to develop business and tourism relationships with Japan, and presented many one-man programs [a number in collaboration with Japan Airlines] on Japan as one of the world's best travel destinations.

Description of Books on Japan:

JAPANESE ETIQUETTE & ETHICS IN BUSINESS

Quality Trade Paperback

The 7th edition of the first book ever on the mentality and behavior of Japanese businessmen (first published in 1959), their morals, values, goals and strategies. *“The mother of all business books on Japan and still valid!”* Still in print, and now published by McGraw-Hill, which originally turned it down in 1959, saying there was not enough of a market for such a book...! (Printice-Hall also turned it down for the same reason). It was published in Tokyo by East Asia Publishing Company, and became an immediate bestseller everywhere except in the U.S. (which hadn't yet discovered Japan!)

Bachelor's Japan [out of print]

The Tourist & the Real Japan [out of print]

How to Do Business with the Japanese [out of print]

THE ADVANTAGES OF USING BOTH SIDES OF YOUR BRAIN! (Which Side of Your Brain Am I Talking Too? Why the Japanese Make Such High Quality Products!) / Available in both digital and paperback formats.

In this insightful and provocative book, Boyé Lafayette De Mente, internationally known for his books on the influence of language on the cultures of China, Japan and Korea, describes in detail why some people are right-brain oriented and others are left-brain oriented, and the affect this has on their thinking and behavior. He explains why women must use the less-dominant side of their brain in order to survive and cope with male behavior, and reveals the source of the traits that resulted in Japan becoming an economic powerhouse in less than 30 years! [The right side of your brain plays a key role in your attitudes toward sexual behavior! Which side of your brain do you use most of the time?]

For online ordering details, click on: Amazon.com

ASIAN FACE READING – Unlock the Secrets Hidden in the Human Face.

Paperback.

A handbook on how to “read” the size, shape and quality of facial features to discern intimate facts about the character, personality and sexuality of the individual...a skill that can be invaluable in selecting friends, mates and employees! Everybody face reads! Being able to do it like a professional pays off! The book is illustrated with key facial features. *“Just being able to ‘read’ the mouth and lips provides remarkable insights!”*

For online ordering details, click on Amazon.com

THE JAPANESE SAMURAI CODE – Classic Strategies for Success.

Quality Trade Paperback.

Japanologist Boyé Lafayette De Mente claims that the Japanese were able to recover from the destruction of World War II in less than 15 years, from 1946 to 1960, and then transform their tiny resource-poor nation into the world's second largest economy in the next 15 years as a result of the code of ethics they inherited from the samurai warriors who ruled the country from 1192 until the last decades of the 19th century. In this fascinating book, De Mente identifies the elements of the samurai code that created the

Japanese mindset and made them success-oriented to an incredible degree—values and attitudes that continue to influence the behavior of the Japanese today. The book contains valuable lessons for achieving success in any endeavor.

For online ordering details, click on [Amazon.com](https://www.amazon.com):

SAMURAI STRATEGIES—42 Strategies for Success (Based on Musashi Miyamoto’s Classic Book of Five Rings)

Quality Trade Paperback

The Samurai Way of Winning in Business and in War! Japanologist Boyé Lafayette De Mente attributes the astounding transformation of tiny, resource poor Japan into the world’s second largest economy in less than 30 years to the ongoing influence of the samurai code of ethics—a code that made them fierce fighters in one-on-one combat as well as formidable strategists in both business and war.

The most famous individual combat strategist in Japanese history was Musashi Miyamoto, a warrior who lived from 1584 to 1645. Miyamoto fought his first duel to the death when he was 13 years old, killing a veteran warrior more than twice his age. By the time he was 29 he had defeated more than 60 other warriors in death duels, and become a legend in his own time.

Just before he died, Miyamoto recorded his philosophy, strategies and tactics in a short treatise entitled *Go Rin Sho*, or “The Book of Five Rings.” De Mente has extracted the fundamentals of Miyamoto’s strategies and tactics from this esoteric little book and explained them in modern terms of business and war.

Miyamoto’s way of winning is just as valid today as it was in the 16th and 17th centuries, and provides invaluable insights for anyone in any field of endeavor—from business, war and sports to the arts and crafts. *Samurai Strategies* is more precise and more practical as a handbook for winning than *The Art of War* by China’s most famous military strategist Sun Tzu.

For online ordering details, click on [Amazon.com](https://www.amazon.com):

SAMURAI PRINCIPLES & PRACTICES THAT WILL HELP PRETEENS & TEENS IN SCHOOL, SPORTS, SOCIAL ACTIVITIES & CHOOSING CAREERS

Available in both quality trade paperback & digital formats.

The principles and practices that Japan’s famous samurai class used in training their young made the samurai one of the most extraordinary groups of people the world has ever seen. The skills they developed in the martial arts and in cultural pursuits have never been surpassed by any other people.

Japanologist / author Boyé Lafayette De Mente has identified these principles and practices and turned them into a handbook for present-day parents, teachers, preteens and teens...to help the young become modern-day samurai in their pursuit of success! The book should be especially attractive to the millions of young Americans and others who have been weaned on Japanese *manga* (comics), ninja exploits and video games.

For online ordering details, click on: [Amazon.com](https://www.amazon.com).

KATA: The Key to Understanding and Dealing with the Japanese (The Cultural Programming That Made the Japanese a Superior People).

Quality Trade Paperback.

In this break-through book, Japanologist Boyé Lafayette De Mente reveals the existence of precise cultural molds that were responsible for creating and controlling the traditional mindset of the Japanese...a new and unique way of understanding the attitudes, values, character and personality of the Japanese, which goes well beyond Ruth Benedict’s famous World War II study published as “The Chrysanthemum & the Sword.”

For online ordering details, click on [Amazon.com](https://www.amazon.com):

JAPAN'S CULTURAL CODE WORDS – Key Words that Explain How and Why the Japanese Think and Behave the Way They Do

Quality Trade Paperback

Insightful explanations of over 200 key words that define and control the attitudes and behavior of Japanese in business and social situations. The author uses the key words as windows to the heart and soul of the Japanese, explaining not only how the Japanese think and behave, but why they think and behave the way they do. *“More insights, more practical advice, than in a dozen other books on Japan!”* This book is also available as *The Japanese Have a Word for It!* in a quality trade paperback edition. For online ordering details, click on Amazon.com:

For *The Japanese Have a Word for It!* go to Amazon.com:

JAPAN BUSINESS GUIDE—Opening Doors & Closing Deals [Keys to Doing Business with the Japanese]

Quality Trade Paperback

This is a series of nitty-gritty guidelines for approaching and dealing with Japanese businesspeople that begins with the “taste and smell” of Japanese companies and goes on to such esoteric things [in their Japanese context!] as “I understand you” and “I will do my best”—which mean something altogether different.

For online ordering details, click on: Amazon.com.

ELEMENTS OF JAPANESE DESIGN— Guidelines for Understanding & Using Japan’s Classic Sabi, Wabi, and Shibui Design Concepts

Quality Trade Paperback

The philosophy and ethics of Japanese design concepts are revealed in key words that are laden with cultural meaning. Although relatively simple in their original meanings, these terms have been expanded to incorporate the basic principles and elements of beauty and design that evolved in the unique Japanese environment.

It is this culture-based philosophy and tradition of Japanese design and beauty that is leading a growing number of Westerners to change their way of living to a style that is more in keeping with human nature, and is therefore more satisfying sensually, emotionally, intellectually and spiritually. *Elements of Japanese Design* provides in-depth understanding of these principles and how to use them.

For online ordering details, click on: Amazon.com.

JAPAN UNMASKED—The Character and Culture of the Japanese

Veteran “Japan author” Boyé Lafayette De Mente uses his in-depth knowledge of the Japanese language and culture based on decades of first-hand experience to reveal the innermost values, attitudes and day-to-day practices of the Japanese in all of the areas of life...from their business practices to their purely social relationships...in layman’s terms; not the jargon of academics.

For online ordering details, click on: Amazon.com.

ETIQUETTE GUIDE TO JAPAN: Know the Rules... that Make the Difference!

In this classic manual, the author provides cultural insights into Japanese behavior, with precise guidelines for businesspeople and travelers...including when it is permissible to break the rules!

For online ordering details, click on: Amazon.com.

JAPANESE IN PLAIN ENGLISH

Quality Trade Paperback

Over 1,200 high frequency words and expressions in English, Japanese and phonetics for instant use. Just pronounce the phonetics in English and the sound comes out Japanese! “ *It takes the mystery out of the Japanese language!*”

For online ordering details, click on: Amazon.com.

SPEAK JAPANESE TODAY!—A Little Language Goes a Long Way!

Available in both print and digital formats.

Speak Japanese Today is designed for anyone who comes into contact with Japanese and wants to communicate with them in their own language.

The first portion of the book provides an introduction to the pronunciation of Japanese and an easy overview of the structure of the language. It also includes basic greetings, farewells, telling time, everyday expressions about the weather, giving directions, telling distances, counting, money, telephoning and much more.

Speak Japanese Today is unique in that it also provides vocabulary and sentences for airline pilots, stewardesses, Immigration officials, Customs officials, hotel staff, restaurant staff, bartenders, shop clerks, taxi drivers, tour guides, doctors, people hosting Japanese students, and more.

With a little practice, a person can communicate as many as 500 key concepts using only a 100-word vocabulary.

Speak Japanese Today contains over 700 key words—which is close to the total number of words most people use in their own language in the course of a day.

All of the words and expressions in the book are given in Romanized Japanese along with an easy-to-master pronunciation phonetic system that uses standard English. Just pronounce the phonetics as if they were English, and the sounds come out "in Japanese!"

JAPAN MADE EASY—Everything You Need to Know to Enjoy Japan (and Get the Most Out of your Yen!)

Quality Trade Paperback

This book is **not** a guide to Japan’s tourist attractions. It is a guide to all of the other things the traveler should know (and in many cases must know!) in order to get the most out of a trip to Japan—from matters relating to money, airports, transportation, the ins-and-outs of hotels and inns, how to avoid sky-high prices, how to avoid being ripped off in hostess bars, doing and seeing things that are more meaning than shrines and temples, and much more!

SUBWAY GUIDE TO TOKYO—How to Take the Right Line, Get off at the Right Station and Find the Best Exit!

Quality Trade Paperback

Tokyo has 13 intersecting subway lines with over 100 stations, some of which has up to 20 exits—and if you take the wrong exit you can be as much as half a mile from your destination!

This book is based on over 500 popular destinations, the line to take, the station to get off at and the exit to use—plus information about buying and using tickets and passes.

WHICH SIDE OF YOUR BRAIN AM I TALKING TO?—The Advantages of Using Both Sides of Your Brain / Why Women Must Use the Less-Dominant Side of Their Brains in Order to Survive!

Available in both print and digital editions.

The human brain has a left side and a right side, and it is well-known that the two sides are programmed to perform different functions. There is also growing evidence that sexual gender, the language one first learns as a child, and the culture in which one is raised, play primary roles in determining which side of the brain is engaged at particular times. To further complicate matters, some people are left-brain oriented while others are right-brain oriented. These differences play key roles in the values, attitudes and behavior of every individual.

In this insightful and provocative book, Boyé Lafayette De Mente, known for his books on the influence of language on the cultures of China, Japan, Korea and Mexico, **proposes that it is a unique left-brain right-brain factor that explains why the Japanese make such high-quality products—but**

have difficulty communicating with other people. He also argues that Americans and others must learn how and when to use the right sides of their brains more effectively if they are to achieve their full potential.

SEX & THE JAPANESE—The Sensual Side of Japan

Quality Trade Paperback

In Japan sex, in all of its categories, has never been regarded as a sin. The sexual attitudes and customs of present-day Japanese continue to reflect this ancient wisdom in ways that are both practical and imaginative. *Sex and the Japanese* reveals the ins and outs of these attitudes and customs, from the institutions of “love hotels” and erotic massage parlors, weekend trysts at hot spring spas, the use of cell phones and the Internet, to well-publicized date clubs and escort services.

The insights and guidelines provided by *Sex and the Japanese* fill an enormous gap left by all other books on Japan, and is ideal background reading for business people, tourists, students and anyone else interested in Japanese culture, from anime to manga.

SABURO—The Saga of a Teenage Samurai in 17th Century Japan

Digital Edition

This is a series of short stories about the early life of a teenage samurai named Saburo (Sah-boo-roh) during one of the most extraordinary times in Japan’s history—the early decades of the new Tokugawa Shogun regime that ruled the country from 1603 until 1868. Veteran Japan author Boyé Lafayette De Mente uses his in-depth knowledge of the samurai class and the history of Japan to portray incidents in Saburo’s life that are true to the times and the extraordinary values and behavior of some of Japan’s most celebrated samurai warriors.

For online ordering details, click on: Amazon.com.

ONCE A FOOL—From Tokyo to Alaska by Amphibious Jeep (One of the Most Unusual Adventure Stories of the 20th Century)

Available in both printed and digital formats.

This is the story of the author’s experiences aboard the globe-circling amphibious jeep dubbed HALF-SAFE! by Ben Carlin, its Australian “captain,” who turned out to be a modern-day Captain Bligh! During the 4-month-long journey from Tokyo to Anchorage, Alaska, the two adventurers encountered Russians, Japanese fish nets, sea lions, technical problems, the frigid waters of the North Pacific and Bering Sea—and each other! The crossing made news worldwide, and *The Guinness Book of World Records*.

For online ordering details, click on: Amazon.com.

JAPANESE SECRETS OF GRACEFUL LIVING

Available in digital format.

Elements of Japan’s traditional culture that made graceful living accessible to the powerful and poor alike, are still valid today, and are free for the taking. This book reveals how you can add satisfaction and happiness to your life and the lives of others.

THE SENSUAL SIDE OF THE ORIENT!

Available in digital format.

An intimate look at the attitudes and behavior of Asians in sensual and sexual matters. Enough said!

For online ordering details, click on: Amazon.com.

MISTRESS-KEEPING IN JAPAN – Then & Now

Available in digital format.

Japan’s traditional culture allowed married men to keep mistresses, and the custom is still alive and well among those who can afford the expense—and are willing to ignore the danger! In this culturally-

nanced illustrated book, Japanologist Boyé Lafayette De Mente takes an often humorous look at the custom then and now.

HAI-IRO NO SEKAI (The Grey World)

Available in digital format.

A collection of short stories that reveal the underbelly of post-World War II Japan, when life for many was like the color and taste of ashes—providing deep insights into the traditional mindset of the Japanese that are still valuable today.

POETRY FOR THE SOUL! – Enhancing the Quality of Your Life! (with co-author Shichiro Ohshima).

Available in both digital and paperback formats.

Good poetry has an almost magical affect on the emotions, the intellect and the spirit. It soothes the spirit when it is troubled; it calms the emotions when they are on edge; it inspires the intellect to strive for bigger and better things. If it has been a long time since you read selections from the great Persian poet Omar Khayyam, the love poems of Lord Byron, the evocative paeans of Emily Dickinson, the rollicking rhymes of Robert Service or if you have never read any of them, or the poems of **Basho, Issa**, Shakespeare, Frost, Whitman, Longfellow, Browning and scores of other masters you will find them in *Poetry for the Soul*...over 300 especially selected classic Western, haiku, and tanka poems, the latter in Japanese and English.

For other books by Boyé Lafayette De Mente (including *Instant Japanese, Survival Japanese, Instant Korean, Survival Korean, Instant Chinese and Survival Chinese*), See Amazon.com and BarnesandNoble.com, Borders.com, etc.

ABOUT THE AUTHOR:

*A former trade journalist, editor and consultant with more than 50 years experience in Asia, author Boyé Lafayette De Mente is internationally known for his pioneer business, culture, language, and travel books on Japan, Korea, China, and Mexico. He has also written extensively on Arizona and Hawaii. His primary publishers are McGraw-Hill and the Periplus-Berkeley-Tuttle group. Some of his books are available in Chinese, French, German, Hebrew, Indonesian, Italian, Japanese, Russian and Spanish.

Notes:

Which Side of Your Brain Am I Talking To?

Also published as

The Advantages of Using Both Sides of Your Brain

This unique book is the first to describe how and why the left and right sides of the brain control human behavior in every thing people do. It covers intuition vs. reason, etiquette vs. disharmony, policies vs. principles, conformism vs. entrepreneurship, femininity vs. masculinity, humanism vs. scientism, groupism vs. individualism, harmony vs. reality, passivity vs. aggressiveness, quality vs. profit, risk-aversion vs. risk-taking, and more...all depending on which side of the brain is engaged.

There is growing evidence that the language one first learns as a child determines which side of the brain is dominant for the rest of the person's life. People who are right-brain dominated think and behave differently from those who are left-brain oriented. In this insightful and provocative book, [Boyé Lafayette De Mente](#), internationally known for his books on the influence of language on the cultures of China,

Japan, Korea and Mexico, presents the Japanese as being the most "right-brained" people on the planet, and proposes that it is the right-brain left-brain factor that explains why the Japanese make such high-quality products. He also argues that predominately left-brained people (Americans and others) must learn how and when to use the right sides of their brains if they are to achieve their full potential--and offers guidelines for becoming "dual-brained."

THE ADVANTAGES OF USING BOTH SIDES OF YOUR BRAIN

details which side of the brain performs what functions, from logical thinking to emotional responses, including sexual behavior, and provides guidelines for getting the most out of the two sides of your brain--in business, in personal relationships, in the arts and crafts, and in the design and marketing of modern-day products.

The book explains why the Japanese are "dual-brained" and why they were able to create the world's second largest economy in just 30 years, despite having just lost a destructive war and having virtually no natural resources other than their own imagination and talents.

Samurai Principles & Practices that Will Help Preteens and Teens in School, Sports, Social Activities & Choosing Careers

This is a virtual manual for the physical, intellectual and spiritual training of young people through martial arts and meditation, covering all of the attributes that are ideal in both the young and old -- including discipline, respect, kindness, self-confidence, setting goals, perseverance, diligence, concentration, how to sharpen the mind, the power of repetition, how to observe, how to be extraordinarily aware, the importance of honesty and compassion, and more.

FOR PARENTS, TEACHERS PRETEENS & TEENS--The principles and practices that Japan's famous samurai class used in training their young made the samurai one of the most extraordinary groups of people the world has ever seen. The skills they developed in the martial arts and in cultural pursuits have never been surpassed by any other people. Japanologist / author Boyé Lafayette De Mente has identified these principles and practices and turned them into a handbook for present-day parents, teachers, preteens and teens...to help the young become modern-day samurai in their pursuit of success!

SPEAK JAPANESE TODAY—A Little Language Goes a Long Way!

Compiled by Japanologist/author Boyé Lafayette De Mente, "Speak Japanese Today" is designed for anyone who comes into contact with Japanese and wants to communicate with them in their own language.

The first portion of the book provides an introduction to the pronunciation of Japanese and an easy overview of the structure of the language. It also includes basic greetings, farewells, telling time, everyday expressions about the weather, giving directions, telling distances, counting, money, telephoning and much more.

"Speak Japanese Today" is unique in that it also provides vocabulary and sentences for airline pilots, stewardesses, Immigration officials, Customs officials, hotel staff, restaurant staff, bartenders, shop clerks, taxi drivers, tour guides, doctors, people hosting Japanese students, and more. With a little practice, a person can communicate as many as 500 key concepts using only a 100-word vocabulary.

"Speak Japanese Today" contains more than 700 key words" which is close to the total number of words most people use in their own language in the course of a day.

All of the words and expressions in the book are given in Romanized Japanese along with an easy-to-master pronunciation phonetic system that uses standard English. Just pronounce the phonetics as if they were English, and the sounds come out "in Japanese!"

ONCE A FOOL—From Tokyo to Alaska by Amphibious Jeep

[Departed from the front of the Mainichi Shimbun office in downtown Tokyo, largest newspaper company in Japan, on 3 May 1957.]

In 1957 Japan-based American journalist Boyé Lafayette De Mente joined Australian adventurer Ben Carlin on an amphibious jeep named "Half-Safe" on an ocean-crossing journey from Tokyo to Anchorage, Alaska that took precisely four months. One of the most publicized ocean-crossings in the 20th century -- via the North Pacific, the Bering Sea and Shelikof Strait -- their incredible experience is listed in the **Guinness Book of World Records**.

<p> During the voyage, the two encountered Russians, Japanese fish nets, a wall of water, the huge torpedo-shaped gas tank they pulled behind the jeep, sea lions, a field of kelp, water colder than ice, whales, each other -- and were lost for three weeks. The aftermath of the trip continued for some 40 years. This is De Mente's intimate account of the journey. (Carlin, as it turned out, proved to be a modern-day Captain Bligh - a situation that could have led to murder on the high seas!)