

Questionnaire of Readers



Please return this by June 30, 2010

Fax: **+81-3-5565-4828** or Email: **japanspotlight@jef.or.jp**

1. Which feature article did you find most interesting? (Check all that apply)

- ☐ **May/Jun 2010** Gender Equality Spurs Economic Growth
- ☐ **Mar/Apr 2010** What policies do we expect from Japan's new DPJ-led government?
- ☐ **Jan/Feb 2010** Open Innovation A Key to Achieving Socioeconomic Evolution
- ☐ **Dec/Nov 2009** World Poverty, a Challenge to Humankind in 21st Century
- ☐ **Sep/Oct 2009** Japanese Culture: Source of Power on World Stage?
- ☐ **Jul/Aug 2009** White Paper on Int'l Economy & Trade 2009
- ☐ **May/Jun 2009** Foreign Direct Investment in Japan
- ☐ Others()

2. Which non-cover story did you find most interesting? (Check all that apply)

《SPECIAL ARTICLE》

- ☐ **May/Jun 2010** United States-Japan Relationship: In Search of Real Change
- ☐ **Mar/Apr 2010** Sustainable Poverty Reduction & Growth Acceleration in Sub-Saharan Africa
- ☐ **Jan/Feb 2010** Social Impact of Ambatovy Project's Resettlement Process
- ☐ **Jan/Feb 2010** From an Evangelist of Kaizen: A Japanese Way of Managing an Organization
- ☐ **Nov/Dec 2009** Future Outlook of Japan-US Strategic Alliance (Economic Issues)
- ☐ **Nov/Dec 2009** Review of South Korea's Acceptance of Japanese Animation
- ☐ **Sep/Oct 2009** Future Outlook of Japan-US Strategic Alliance (Political Issues)
- ☐ **Sep/Oct 2009** Rise of Indians in Silicon Valley & Rise of India
- ☐ **Jul/Aug 2009** Japan's Grand Strategy for Agriculture in Globalized World
- ☐ **Jul/Aug 2009** Japanese Management After the Lost Decade
- ☐ **May/Jun 2009** The Crisis of Economics
- ☐ **May/Jun 2009** Mexico-Japan Relations
- ☐ Others()

《BUSINESS PROFILE》

- ☐ **Jan/Feb 2010** Interview with Koichiro Natsume, president, Aniplex Inc.
Sending Out Anime Globally: As Bearer of Japanese Culture
- ☐ **Sep/Oct 2009** Interview with Tatsuo Sato, president, Kadokawa Group Holdings Inc.
Converting to Mega Content Provider: Kadokawa Leads Publishing Industry's Shift
- ☐ **Jul/Aug 2009** Interview with Arjun Malhotra, chairman, TiE Global
TiE: Fostering Global Entrepreneurship by Mentoring, Networking & Education
- ☐ Others()

《ASIAN VIEW》

- ☐ **May/Jun 2010** (Series) "Human Security & Taiwan's Roles in International Community" by Mignonne M. J. CHAN
- ☐ **May/Jun 2009 - Nov/Dec 2009** (Series) "Asian Economy" by Simon TAY

《CHALLENGING REGION》

- ☐ **Mar/Apr 2010** Nagareyama: City in Forest Close to Tokyo Urban Resort for Metropolitan Area
- ☐ **Jan/Feb 2010** Tsukuba City Aims at "Robot Town"
- ☐ **Nov/Dec 2009** Agro-Commerce-Industry Partnerships: A New Model from Kashiwa City, Chiba Pref.
- ☐ **Jul/Aug 2009** Satellite "Maido No.1" Goes to Space: SMEs in Higashi-Osaka See Dream Come True
- ☐ **May/Jun 2009** Japanese Carpets" Evolving Through Tradition

《OTHERS》(Please specify, if possible)

- | | | | |
|--|---|--|---|
| ☐ Publisher's Note (|) | ☐ Culture (|) |
| ☐ Topics (|) | ☐ Japanese Craft & Art (|) |
| ☐ Viewpoint (|) | ☐ Cultural Exchange (|) |
| ☐ Promenade (|) | ☐ Winning Run (|) |
| ☐ Finance (|) | ☐ Readers' Column (|) |
| ☐ Economic Focus (|) | ☐ SPOTLIGHT (|) |
| ☐ Keeping Up With The Times (|) | ☐ Economic Indicators for Japan (|) |

3. Any new topic you would like to see? Please specify, if any.

- | | | | |
|--|---|--|---|
| ☐ History (|) | ☐ Environment (|) |
| ☐ Food (|) | ☐ Industries (|) |
| ☐ Economy (|) | ☐ Arts (|) |
| ☐ Entertainment (|) | ☐ Lifestyle (|) |
| ☐ Education (|) | ☐ Others (|) |
| ☐ Books (|) | | |

4. Suggest any authors you would like to see write for the magazine.

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5. Where & how do you get *Japan SPOTLIGHT* ?

- ☐ Office ☐ By post ☐ Purchase ⇒(☐ Annual ☐ Single)

**6. Do you see any need to purchase *Japan SPOTLIGHT* at a bookstore?
If so, please suggest any ideas.**

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7. Do you find *Japan SPOTLIGHT* information useful?

- ☐ Yes →(☐ For work ☐ For study ☐ As knowledge)
☐ No→If so, which topic/column is relatively the most useful? ()

8. Have you seen the *Japan SPOTLIGHT* website?

- ☐ Yes →(☐ Often ☐ Occasionally ☐ Once) ☐ No)

9. Offer any other insight about the magazine you might have.

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**10. Please give us your name, postal/email addresses & phone/fax numbers.
(Winners will receive the prize without prior announcement.)**

Name: (Mr./Ms./Mrs.)

Occupation:

Age:

Postal address:

Email:

Tel:

Fax:

We will keep any information given in strict confidence.

Please return this by June 30, 2010

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Thank you for your cooperation.