

## Promoting APO Books

The APO has an extensive publication program covering reports of basic research studies and surveys, proceedings of symposia, study meetings, and seminars, and original works in English as well as English translations of carefully selected Japanese titles in the fields of management, engineering, and technology. In early April, APO books were simultaneously promoted at two separate venues located half the world away from each other. The first was at the annual meeting of the Association for Asian Studies (AAS) held in Washington, D.C., USA, 4-7 April 2002, and the second was at the National Book Fair in Bangkok, 28 March-8 April 2002.

The two occasions were made possible by the generous goodwill of Japan Echo Inc. (at the AAS exhibition) and the Thailand Productivity Institute (FTPI). Both organizations allocated space in their promotional booths for the display of APO books. Japan Echo Inc. is the publisher of *Japan Echo*, a bimonthly journal of informed opinion on a wide range of topics of current interest within Japan (URL: [www.japanecho.co.jp](http://www.japanecho.co.jp)). FTPI, the national productivity organization of Thailand located in Bangkok (URL: [www.ftpi.or.th](http://www.ftpi.or.th)), provides training and consultancy services on productivity-related subjects. It is also the distributor of APO books in Thailand.

