

SGI-USA LAUNCHES NEW PUBLISHING VENTURES

New titles by SGI President Ikeda and books on Nichiren Daishonin's Buddhism written for the general public are coming to your neighborhood bookstore, national chains as well as the Internet. These new books will be published by Middleway Press, a new division of SGI-USA Publications.

Until now, very few of President Ikeda's books or books introducing our philosophy have been available outside of our community center bookstores. Interested readers have sometimes found it difficult to learn more about our philosophy by going to their local library or bookstore because most books in the Buddhism or Eastern Philosophy sections discuss Zen, Tibetan and other forms of Buddhism — not Nichiren Buddhism.

The launch of Middleway Press is designed to change all that. Middleway will release two books in spring 2000. The first is *The Way of Youth: Buddhist Common Sense on Handling Life's Problems* by President Ikeda, based on his popular *Discussions on Youth* series, with new material added. The second is *The Buddha In Your Mirror: Practical Buddhism and the Search for Self*, a general guide to lasting happiness based on the powerful teachings of Nichiren Buddhism.

Plans call for Middleway to release two to four new books each year. These books will not be available through SGI-USA bookstores or mail order but only through traditional book retailers — which will actually make it easier for you to buy them. When they become available, we hope you'll ask your local store for a copy (and one for a friend).

Children's Books

SGI-USA has also launched a children's press, called Treasure Tower Books. Coloring and activity books, the Goshō for kids, picture books, board books and books for early readers are all on the schedule to be published in the next few years. At first, Treasure Tower Books will focus on filling the need of our members' children by teaching in fun ways the philosophy and practice of Nichiren Daishonin's Buddhism. By collaborating with the Boys and Girls Group nationwide, Treasure Tower Books plans to fill a major need and help support the growth of our most precious youth. Future plans include producing books for the general public as well.

Look for our first two coloring/activity books coming out in late November, just in time for the holiday season.

Books for the Practitioner

World Tribune Press, which has recently published *For Today and Tomorrow: Daily Encouragement*, has been publishing books for more than 30 years. Under the World Tribune Press imprint that tradition continues as we publish books aimed at an audience more familiar with the philosophy and terminology of our practice. Upcoming titles include *Faith Into Action: Thoughts on Selected Topics* by Daisaku Ikeda (released this week), *A Youthful Diary* by President Ikeda and *Wisdom of the Lotus Sutra*, the dialogue on the Lotus Sutra currently being serialized in *Living Buddhism*.

For more information, comments or ideas, please contact Dave McNeill at the SGI-USA Publications, 606 Wilshire Blvd., Santa Monica, CA 90406; 310-260-8934; or dmcneill@sgi-usa.org.
—DAVE McNEILL, Managing Editor, Book Publishing