

The ORIENTAL ECONOMIST

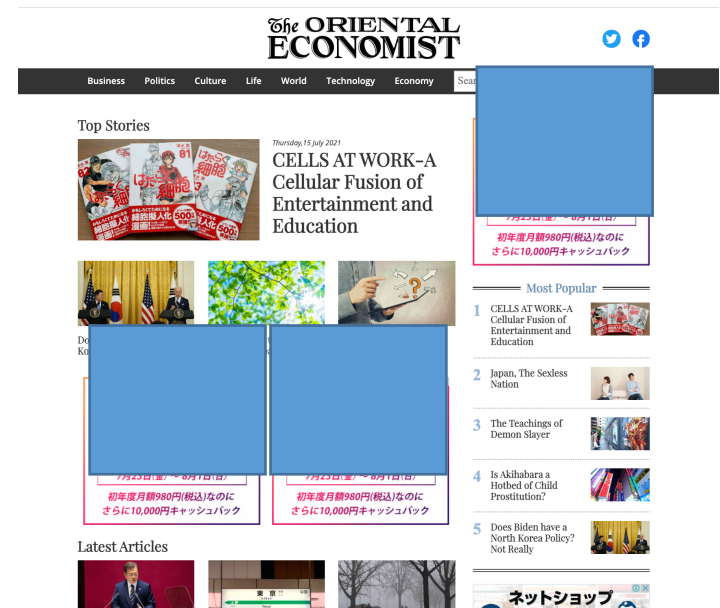
toyokeizai.net/tbt

The Oriental Economist, is the English-language sister-site of Toyo Keizai Online covering business news, current affairs, culture and lifestyle.

From business etiquette in Japan and the latest in cutting edge technologies to fly on the wall interviews with business leaders, we provide in-depth analysis and original content on a broad range of industries and businesses. Working in conjunction with our sister-site Toyo Keizai Online, we are able to draw on 125 years of business publishing experience.

Founded in 1895, Toyo Keizai is one of the Japan's leading news media organizations and has been publishing English articles over 80 years.

You will find everything you need to know about the latest developments in Japan.



The screenshot shows the homepage of The Oriental Economist website. At the top, the logo "The ORIENTAL ECONOMIST" is displayed in a serif font, with social media icons for Twitter and Facebook to its right. Below the logo is a navigation bar with categories: Business, Politics, Culture, Life, World, Technology, Economy, and Search. The main content area features a "Top Stories" section with a featured article titled "CELLS AT WORK-A Cellular Fusion of Entertainment and Education" dated Thursday, 15 July 2021. The article includes a thumbnail image of a magazine cover. Below the article are two large blue rectangular placeholders, each with a red banner at the bottom that reads "7月23日(金)～8月1日(日) 初年度月額980円(税込)なのに さらに10,000円キャッシュバック". To the right of the main content is a "Most Popular" section with a list of five articles, each with a small thumbnail image. At the bottom of the page, there is a "Latest Articles" section with three thumbnails and a "ネットショップ" (Online Shop) link.

3 Facts about The Oriental Economist

- 1. HISTORY:** Toyo Keizai has a long history of providing an English publication in Japan. In 1934, the company published a magazine called The Oriental Economist which later changed its name to Tokyo Business Today in the early 1990s. Toyo Keizai published the magazine until 1996—and about 20 years later, new and improved TBT debuted on the Internet in the late 2015 and changed its name to The Oriental Economist again in 2021.
- 2. ORIGINALITY:** Most of the business stories are written by Toyo Keizai's in-house reporters. Since each of them has his/her own industry to cover, each article is written by a reporter who knows about the company and the industry he or she is writing about. Most of the stories are not straight news articles—they are stories with each reporter's own angle and analysis on the matter. We also have regular contributing writers who specializes in Japanese politics, business customs and cultures.
- 3. DIGNITY:** As a trusted business news media in Japan, we have access leading figures of Japan and the world—and The Oriental Economist is the place where you can read what they've got to say.