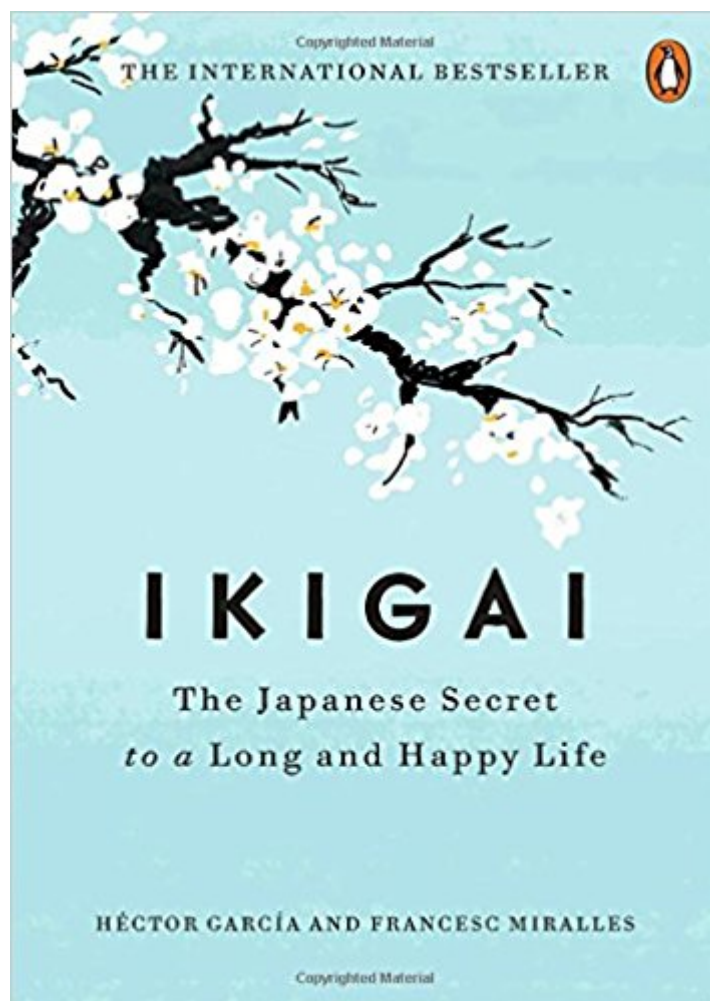


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# Ikigai: The Japanese Secret To A Long And Happy Life



## Synopsis

Bring meaning and joy to all your days with this internationally bestselling guide to the Japanese concept of ikigai—the happiness of always being busy—as revealed by the daily habits of the world’s longest-living people. “If Å hygge Å is the art of doing nothing, Å ikigai Å is the art of doing something—and doing it with supreme focus and joy.” —New York Post

“Only Å staying Å active Å will Å make Å you Å want Å to Å live Å a Å hundred Å years.” —Å Å Japanese proverb Å Å According to the Japanese, everyone has an ikigai—a reason for living. And according to the residents of the Japanese village with the world’s longest-living people, finding it is the key to a happier and longer life. Having a strong sense of ikigai—the place where passion, mission, vocation, and profession intersect—means that each day is infused with meaning. It’s the reason we get up in the morning. It’s also the reason many Japanese never really retire (in fact there’s no word in Japanese that means retire in the sense it does in English): They remain active and work at what they enjoy, because they’ve found a real purpose in life—the happiness of always being busy. Å Å In researching this book, the authors interviewed the residents of the Japanese village with the highest percentage of 100-year-olds—one of the world’s Blue Zones. Ikigai reveals the secrets to their longevity and happiness: how they eat, how they move, how they work, how they foster collaboration and community, and—their best-kept secret—how they find the ikigai that brings satisfaction to their lives. And it provides practical tools to help you discover your own ikigai. Because who doesn’t want to find happiness in every day?

## Book Information

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## Customer Reviews

“Want to live longer? Keep super busy. If hygge is the art of doing nothing, ikigai is the art of doing something—and doing it with supreme focus and joy. . . . Pack up those cozy blankets and candles you purchased in last year’s hygge-fueled Ikea spree. Fall’s biggest imported lifestyle trend is ikigai, and it might help you live to 100.”

• New York Post

“Busy-ness is a concept I’m familiar with and fascinated by, especially living in New York City. . . . The Japanese concept of ikigai (the happiness of being busy) [is] attainable and even an important key to living longer.”

• Mia Feitel, Elle.com

“A must-follow lifestyle hack, ikigai makes hygge look like a trip to Ikea. . . . Think feng shui with Venn diagrams—although this time there is no need to move the front door.”

• The Guardian

“Forget hygge. It’s all about ikigai.”

• The Times (London)

“Ikigai is what allows you to look forward to the future even if you’re miserable right now. . . . It might just help you live a more fulfilling life.”

• BBC

“Originating from a country with one of the world’s oldest populations, ikigai is becoming popular outside of Japan as a way to live longer and better. . . . [It] is helping people live longer on Okinawa as it gives them purpose.”

• World Economic Forum

“Ikigai. Ick-ee-guy. It’s a word you’ll be hearing quite often come autumn. . . . It’s Japanese, and it means something like purpose in life, or something that you live for, or something that gets you out of bed in the morning. . . . An extended lifespan, according to the long-life expert Dan Buettner, is what awaits havers-of-ikigai.”

• The Sunday Telegraph

“Ikigai gently unlocks simple secrets we can all use to live long, meaningful, happy lives. Science-based studies weave beautifully into honest, straight-talking conversation you won’t be able to put down. Warm, patient, and kind, this book pulls you gently along your own journey rather than pushing you from behind.”

• Neil Pasricha, New York Times bestselling author of *The Book of Awesome* and *The Happiness Equation*

“A refreshingly simple recipe for happiness.”

• Stylist

“Persuasively shows that small changes can help readers find more joy and purpose in their lives [with] clear, succinct information . . . skillfully compiled . . . into an engaging, easily accessible format with lists, charts, and illustrations.”

• Publishers Weekly “The most eye-catching autumn lifestyle trend is the Japanese concept of ikigai, which translates as ‘reason to live.’ . . . An attractive and absorbing book.” • The Bookseller

Doctor Garc a is a citizen of Japan, where he has lived for over a decade, and of Spain, where he was born. A former software engineer, he worked at CERN in Switzerland before moving to Japan, where he developed voice recognition software and the technology needed for Silicon Valley startups to enter the Japanese market. He is the creator of the popular blog kirainet.com and the author of *A Geek in Japan*, a #1 bestseller in Japan. Francesc Miralles is an award-winning author who has written a number of bestselling self-help and inspirational books. Born in Barcelona, he studied journalism, English literature, and German, and has worked as an editor, a translator, a ghost-writer, and a musician. His novel *Love in Lowercase* has been translated into twenty languages.

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