

Center for Murakamiharuki Studies Invites President of China Times

學校要聞

【Zhi-yue Jiang, Tamsui Campus Report】 On May 15th the Center for Murakamiharuki Studies in Tamkang University (CMSTKU) invited President of China Times Publishing Co., James Zhao, to lead a discussion on the value of Murakamiharuki products. He began by explaining the long cooperation between China Times Publishing Co. and Murakamiharuki. He stated, “China Times Publishing Co. is the only publishing company in Taiwan marketing Murakamiharuki products. You could say this literature is an essential market for Taiwan.”

James Zhao analyzed the marketing strategy of promoting Murakamiharkui materials, listing objectives and accomplishments. He explained, “It’s important that we aim the material at younger readers so that this literature is preserved for the future. In addition we use a very holistic approach to attract people with different interests. For example we hold concerts and invite renowned performers to recite his poetry to connect with a new audience. I believe his art really warms the soul and is invaluable for the people that have a chance to partake in it.”

