

Kinokuniya represents SIAM journals in Japan

Kinokuniya Company Ltd (Chairman and CEO Masashi Takai) has entered into a contract with the Society for Industrial and Applied Mathematics (SIAM) (Head Publisher David K. Marshall) as the exclusive agent for institutional sales of SIAM's academic journals within Japan, and has agreed to undertake sales promotions nationwide.

With this collaborative relationship between the two companies, Kinokuniya will fully utilise its sales platform aimed at institutional customers, seeking to strengthen marketing, customer service and distribution while selling academic journals published by SIAM.

About SIAM

The Society for Industrial and Applied Mathematics (SIAM), incorporated in 1952, is the world's largest academic society for applied mathematics. It currently boasts over 14,000 individual members as well as around 500 institutional members, including higher education institutions, political research institutions, and manufacturing and development organisations. Ever since its establishment, SIAM has consistently worked to uphold the below aims:

1. To advance the application of mathematics and computational science to engineering, industry, science, and society;
2. To promote research that will lead to effective new mathematical and computational methods and techniques for science, engineering, industry, and society;
3. To provide media for the exchange of information and ideas among mathematicians, engineers, and scientists.

About Kinokuniya

Kinokuniya Company Ltd. was established in 1927, and is Japan's largest bookstore chain with 89 years of history. Kinokuniya also has both feet firmly in the academic journal marketplace, maintaining business relations with over 3000 publishers and academic societies, and supporting development of Japanese academia. As well as SIAM, Kinokuniya undertakes sales activities as the exclusive agent for multiple academic journals from the largest academic publishers in the world, including Cambridge University Press in the United Kingdom, and The MIT Press, Rockefeller University Press, The University of Chicago Press, and the University of California Press in the United States.

Please contact your nearest sales office for any enquiries relating institutional sales:

<https://www.kinokuniya.co.jp/contents/en/dsales.html>

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