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## BOOKS

### Wisdom of RF



Toru Shinoda  
President Inc.  
Price: 1,500yen

First Edition September, 2004  
Second Edition September, 2006  
Third Edition January, 2007  
Fourth Edition June, 2007  
Fifth Edition April, 2008  
Sixth Edition November, 2008

"Jerks." Thought the young Maruyama. He was still a third grader when he'd lost his mother. Three doctors were offering each other the honor of examination while his sick mother was dying aside. This frustrating event left strong feeling in his heart. He still remembers how utterly wronged he felt that day.

Maruyama's childhood and life story. From founding RF with his wife in 1993 to successfully developing battery-free capsule endoscope. A story of a company. Though not a mare company, but a group of people gathered to share the same spirit under the name, RF SYSTEM lab.

Prologue: Amazement

Chapter 1: Challenge : The Best Intraoral Camera in the World

Chapter 2: Technique : The "NORIKA" Capsule Endoscope!

Chapter 3: Aspiration : The Source of the Engineer's Spirit

Chapter 4: Confidence : How You Gain an 85% Share

Chapter 5: Anger : You're not Going to Bully Us

Chapter 6: Courage : The Business Philosophy of a Small Global Company

Chapter 7: Dreams : The Maruyama/Edison Graduate School

### Project NORIKA



Jiro Maruyama  
Tokuma Shoten Publishing Co., Ltd.  
Price: 1,500yen

First Edition March 31st, 2003

Small venture company in Nagano challenges the world with unique idea and passion!  
Miniature, lightweight, high-performance... to bring a science fiction movie in reality.

Chapter 1: Project NORIKA Now and Then

Chapter 2: How I Grew Up

Chapter 3: Starting Up My Own Business

Chapter 4: Trial and Error in Management

Chapter 5: Testimony from Staffs

Chapter 6: Future and Possibility of NORIKA