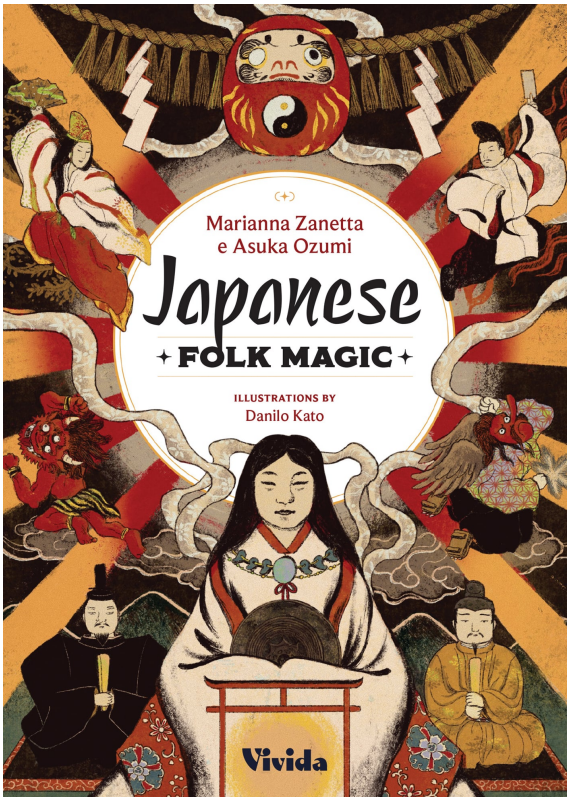
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Japanese Folk Magic

Marianna Zanetta

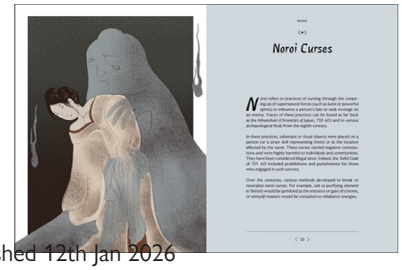
Asuka Ozumi

ISBN	9788854421837
Publisher	White Star
Binding	Hardback
Territory	World excluding Australasia, USA, & Canada. Italy and India non-exclusive
Size	210 mm x 150 mm
Pages	128 Pages
Name of series	Folk Magic
Price	£11.99

- A Global Journey into Traditional Magic and Myth: Each volume explores the magical and spiritual traditions of a different culture, from Celtic druids to Italian streghe to Japanese yokai. A captivating look at humanity's most enduring beliefs
- Richly Illustrated and Visually Engaging; Every book features original illustrations, tables, and portraits that bring ancient rituals, divination techniques, and folk myths to life — ideal for visual learners and collectors alike
- Collectable Format with Broad Appeal: Designed as both a practical reference and a beautiful object, the series appeals to spiritual practitioners, folklore enthusiasts, and even casual readers drawn to magical aesthetics
- A Continuously Expanding Series to Build Reader Loyalty: With future titles covering Slavic, Nordic, Chinese, and North American traditions, this is a series readers will return to — making it ideal for ongoing retail placement and repeat sales

Folk Magic is a unique series analysing popular magical traditions from different eras and cultures through illustrated tables; it is perfect for true enthusiasts of esotericism and myths. It includes magical practices, healing techniques and popular divination methods, as well as portraits of influential historical figures and legendary characters, all of them shown in a practical yet beautifully illustrated format. *Italian Folk Magic, Celtic Folk Magic* and ***Japanese Folk Magic*** are three of the first titles in the series, that will continue with other titles: Slavic Folk Magic, Nordic Folk Magic, North American Folk Magic, Chinese Folk Magic.

Marianna Zanetta is a Cultural Anthropologist with an intense passion for Japan, for its cultural and religious elements, that led to a Master degree in Science of Religions (University of Turin), and later a PhD in Religious Anthropology and Far Eastern Studies at EPHE (Paris). She completed her first documentary about Japan with an associate director, and is about to publish her first monography. **Asuka Ozumi** is a Japanese language teacher at the University of Turin and president of the Center for East Asian Studies. She also serves as editorial director of Dynit Manga and collaborates with various publishing houses.







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