

H World Founder Ji Qi Shares Vision for Modern Leadership in New Book

Wednesday 24 June, 2026

Realm of the Heart is a unique blend of Eastern wisdom and business strategy for sustainable success, written by one of Asia's most successful and recognised entrepreneurs, Ji Qi, co-founded China's leading online travel site, Ctrip.com.

In a global business landscape defined by relentless competition, rapid disruption and short-term thinking, a powerful new book by one of Asia's leading entrepreneurs, Ji Qi offers a strikingly different path forward. As organisations grapple with how to grow sustainably while maintaining purpose, *Realm of the Heart* presents a timely and thought-provoking perspective. Ji Qi is one of Asia's most successful and recognised entrepreneurs and is the founder of H World Group, and is also the founding CEO of three NASDAQ-listed public companies: Ctrip, Home Inns, and H World Group, reflecting his track record in building globally significant businesses.

More than a memoir or traditional leadership guide, *Realm of the Heart* is a reflective work that blends Eastern philosophy with modern business strategy.

Drawing on philosophical inquiry, scientific principles, and decades of practical experience, Ji Qi describes the book as a "map of thinking", where he shares a unique insight into the rationale behind enduring entrepreneurial success. He argues that breakthrough success requires a fundamental shift away from simply pursuing profit towards creating genuine, lasting value.

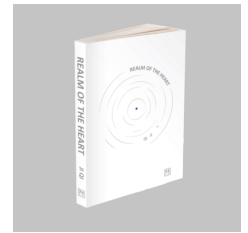
Ji Qi says: "True and sustainable success comes not from the pursuit of profit alone, but from a deeper understanding of what creates value. When guided by the principles of Truth, Goodness and Beauty, organisations can build cultures, products and legacies that endure."

At the core of the book is the idea that the inner world of a founder, shapes the external success of a business. Ji Qi explores how clarity of thought, simplicity, and philosophical grounding influence corporate culture, innovation, and long-term growth.

The book also reframes modern ideas of disruption. Rather than viewing innovation purely through a technological lens, Ji Qi presents it as an act of re-imagination, where simplicity becomes the ultimate sophistication and meaningful progress comes from thoughtful design.

Realm of the Heart is published by the award-winning publishing house, LID Publishing.

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