Theodore C. Bestor is Reischauer Institute Professor of Social Anthropology, and the Director of the Edwin O. Reischauer Institute of Japanese Studies at Harvard University. He was President of the Association for Asian Studies (AS) during 2012-13. Bestor’s third book, Tsukiji: The Fish Market at the Center of the World (Univ. of California Press, 2004; published in Japanese in 2007) is an ethnographic study of Tokyo's vast Tsukiji wholesale market, the world's largest marketplace for seafood and the center of Japan's sushi trade. His current research examines the global popularity of Japanese food, and the recent UNESCO designation of washoku (traditional Japanese cuisine) as a Global Cultural Heritage item. During the Autumn, 2014, Bestor is a visiting scholar at the Nissan Institute of Japanese Studies, St. Antony’s College, Oxford.