

Penguin
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SEA

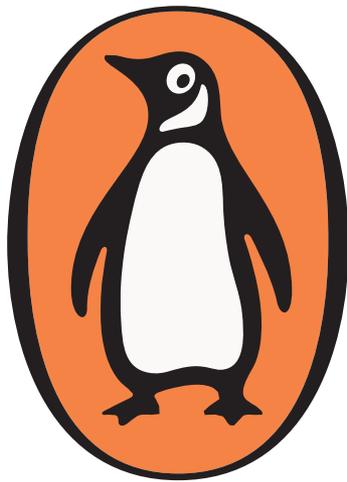
Catalogue
2019

A central white, cloud-shaped area with a black border, containing the Penguin Random House SEA logo and the text 'Catalogue 2019'.

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All specifications are subject to change



#KEEPREADINGWITHPENGUIN

Dear Friends,

The spirit of a culture can best be represented by the written word.

Globally, Penguin Random House is known for our classic and modern fiction as well as narrative non-fiction including biography, travel, business, politics, history, religion and philosophy, lifestyle, cookery, health and fitness, sports and leisure, illustrated and children's books. In addition to books, ebooks and audiobooks, we also play a part in films and web series, live events and social media.

Penguin Random House SEA wants to celebrate the literary richness of South East Asia by publishing stories that resonate with our society, culture and people. We aim to take the written word that inspires, entertains and informs us, and connect it with readers everywhere. These are stories that are deeply rooted in our cultures and beliefs, our myths and mythologies, our history, the struggles endured, and the experiences of the diaspora. We are witnessing great literary movements in this market and there is so much promise to discover and spotlight talent, to help create outstanding works that attract a wider readership globally. Riding on the wave of growth and ambition in South East Asia, we will share stories of industry front runners, winning innovations, and shape discussions on business, politics, the economy and social issues.

Children are a key focus for us and we believe that encouraging a love for reading early on can ignite the spirit to learn beyond the classroom. With the intent to build a stronger community of book lovers in South East Asia, we will strengthen the reading repertoire for children by publishing books that will foster a passion for reading, nurture ideas and dreams, and inspire creativity.

We seek to infuse the literary landscape of the region with equally powerful and diverse writings from around the world, enriching the journey of reading. We will bring voices of great storytellers, including the timeless Penguin Classics, going beyond the boundaries of languages and geographies to create an amazing and wholesome reading experience for society. We hope to bring the world closer, where voices from here and there coexist and interact seamlessly. We aspire to create stories, open minds to new reading experiences and keep our readers informed, entertained and inspired.

Regards,

Gaurav Shrinagesh

CEO Penguin Random House India & SEA



FICTION





Bukit Brown

SUN JUNG

Format: **Royal/Paperback**

Extent: **448 pp**

ISBN: **978-981-48-6710-8**

Price: **S\$20.00**

Pub Month: **July 2019**

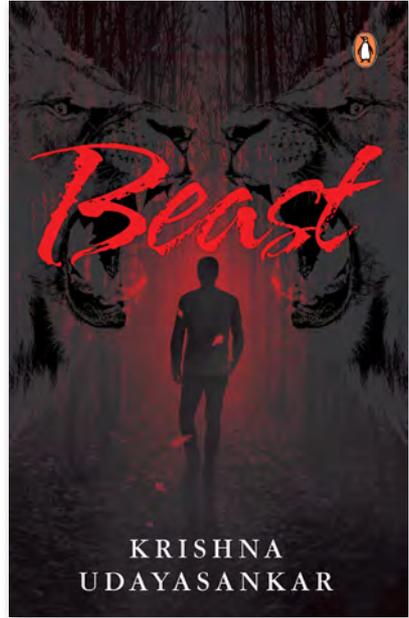
A time-travelling thriller combining the struggles from before and after.

Bukit Brown follows the gripping journey of Ji-won, lonely and lost in modern-day cosmopolitan Singapore, who time travels to nineteenth century British Malaya and finds her true self through experiencing the deplorable lives of migrant workers, the veiled enmity among Chinese secret societies and a lavish Peranakan lifestyle.

Sun Jung received her Ph.D. from the University of Melbourne, and was a research fellow at both Victoria University and the National University of Singapore. Prior to her academic career, she worked as a writer for media production companies and cultural magazines in Los Angeles and Seoul. During this time, she also collaborated with Korean film producers on script development. Ever since her first visit in 2012 to Bukit Brown, one of the largest Chinese cemeteries outside of China, she has been fascinated by the stories of those who were buried there. After leaving her academic career behind, she devoted herself to writing. Previously published works were her book of essays, *The Letter, I Sent You* (1991) and her academic book *Korean Masculinities and Transcultural Consumption* (2011).

Beast

KRISHNA UDAYASANKAR



Format: **Demy/Paperback**

Extent: **320 pp**

ISBN: **978-981-48-6711-5**

Price: **S\$17.00**

Pub Month: **April 2019**

When mythical creatures commit a real crime, who gets to be the judge?

It was always the same dream, a dream that began with darkness and blood.

When Assistant Commissioner of Police Aditi Kashyap is called upon to solve a gruesome triple homicide, she is dragged into the terrifying world of the Saimhas—werelions—who have lived alongside humans, hiding amongst them, since ancient times.

Faced with the incredulous, Aditi has no choice but to join hands with Prithvi, an Enforcer called in to hunt down this seemingly otherworldly murderer.

But can Prithvi overcome the nightmarish burdens of his dark and violent past to unravel the mystery hidden deep within this secret world of werelions? Can he be trusted to save lives, or will he choose to serve a different, more powerful, *master*?

Read on, as Aditi and Prithvi race through the dark underbelly of Mumbai—from quiet suburbs to gritty brothels, from forgotten colonial tunnels to the lights and glamour of the inner city—in search of a dangerous truth, in search of a monster.

Krishna Udayasankar is the author of *The Aryavarta Chronicles* (*Govinda*, *Kaurava*, *Kuruksheetra*), *Immortal* and *Objects of Affection*. She lives in Singapore with her family, which includes three bookish canine children, Boozy, Zana, and Maya.



Credit: Gisela Torres

The Heartsick Diaspora and Other Stories

ELAINE CHIEW

Format: **B format/Paperback**

Extent: **256 pp**

ISBN: **978-981-48-6713-9**

Price: **S\$14.90**

Pub Month: **October 2019**

Acutely observed, wry and playful, her debut collection celebrates people who are torn between cultures and juggling a fragmented sense of self.

Five writers form a writing support group but the dynamics shift when a young, handsome Asian writer joins them; three Singaporean daughters welcome their mother on her first visit to London and quarrel over steamboat; a Chinese woman raps about being a Tiger Mother; an elderly Chinese woman recognizes that it isn't the race that estranges, but the inability to tell the truth; an ethnic writer takes on Eastern mythology in a metaphoric quest to understand the anxiety of Western literary influence. Filled with humorous and heartening short stories, this anthology is a time capsule of how identities evolve and change with the times and places.

Elaine Chiew is a writer and a visual arts researcher, and editor of *Cooked Up: Food Fiction from Around the World* (New Internationalist, 2015). Twice the winner of the Bridport Short Story Competition, she has published numerous stories in anthologies in the UK, US, and Singapore. Originally from Malaysia, Chiew graduated from Stanford Law School and worked as a corporate securities lawyer in New York and Hong Kong before studying for an MA in Asian Art History at Lasalle College of the Arts Singapore, a degree conferred by Goldsmiths, University of London. She lives in Singapore and blogs at www.invisibleflaneuse.blogspot.com.

Srikandi (Fall Baby)

LAKSMI PAMUNTJAK



Format: **Demy/Paperback**

Extent: **320 pp**

ISBN: **978-981-48-6714-6**

Price: **S\$18.00**

Pub Month: **August 2019**

The truth of her own origins, as well as the deep, dark secret that enveloped the lives of her parents will change her world.

Srikandi—who prefers to be called by her nickname, Siri—is a globe trotting conceptual artist. She is shy, a little introverted and inquisitive. She is also worldly, intelligent, free-spirited and the loneliest woman on the planet. Siri’s personal life, however, defies even her own imagination. Married young but now a widow with an adopted daughter, Siri is forced to confront her beliefs and understanding of family, self, and the world. Will she be able to reconcile with the violence in her parent’s past to move forward in the changing world?

Laksmi Pamuntjak is a bilingual Indonesian novelist, poet, journalist, essayist, and food critic. Her first bestselling novel, *Amba: The Question of Red* tells a modern story of two ill-starred lovers, Amba and Bhisma of the great Hindu epic Mahabharata, who were driven apart by one of the bloodiest purges in the 20th century—the massacre of up to one million accused communists in Indonesia between 1965 and 1968. The book won the Germany’s LiBeraturpreis 2016 and has been translated into several languages. Laksmi’s second novel, *Aruna and Lidahnya*, was a bestseller in Indonesia and published in the US in February 2018 under the title *The Birdwoman’s Palate* (AmazonCrossing).



Scream to the Shadows

TUNKU HALIM

Format: **B format/Paperback**

Extent: **240 pp**

ISBN: **978-981-48-6715-3**

Price: **S\$15.00**

Pub Month: **July 2019**

A Malaysian with an undeniable gift for the narrative. —New Straits Times

Unconfined to a single theme, this new collection of twenty short stories by Halim offers five distinct worlds – the paranormal mysteries from ‘The occult world’, with its dark settings reveal supernatural existences in the characteristic Halim style. ‘Fragmented Minds’ open doors to the tales of the horrors of some twisted human minds driven by madness. Without the theme of supernatural, these instances of the human rationality falling apart evoke fear of a different nature. The third set of horrors is a reflection of our vulnerability, with its tales of how the technology can be destructive at times.

In five different sets, ‘*Scream to the Shadows*’ touches upon the different forms of terrors that bring fears of their distinct natures.

Tunku Halim is a Malaysian novelist, short story, non-fiction writer and lawyer. His novel *Vermillion Eye* was a study text at the National University of Singapore. By delving into Malay myth, legends and folklore, his writing is regarded as ‘World Gothic’. His novel, *Last Breath*, is seen as taking a step away from the genre into ‘a mixture of character drama, satire, alternate history, and magic realism’.

Below the Crying Mountain

CRISELDA YABES



Format: **B format/Paperback**

Extent: **176 pp**

ISBN: **978-981-48-6716-0**

Price: **S\$12.90**

Pub Month: **May 2019**

A moving tale of courage and love, set against the Zamboanga crisis in the Southern Philippines in the 1970s.

In *Below the Crying Mountain*, the Moro Rebellion that broke out in the Sulu archipelago in the 1970s, and that continues to wound the nation, is seen vividly through the lives of the mestiza Rosy Wright, the Tausug girl Nahla, the rebel leader Prof. Hassan, the soldier Capt. Rodolfo as well as in the quest of the book's narrator. The personal is political as war fuels the clash of emotions, histories and cultures.

The story traces the lives of Jolo residents Rosy France Wright, a half-American girl who elopes with a Muslim professor from Christian Zamboanga to Muslim Jolo, leaving behind her husband-without-ceremony, Omar Hassan, her best friend, Nahla, a Tausug girl and Jolo local, Captain Rodolfo, who becomes Nahla's lover. The events take place against the backdrop of the escalation of communal and other tensions during the 70's and 80's. Through the eyes of the narrator the reader is able to follow the transformation of Jolo—from its former glory days of prestigious parties to the ushering in of a new era of more zealous religious observance.

Criselda Yabes has published eight books, including *Sarena's Story: The Loss of a Kingdom*, which also won the UP Centennial Literary Prize for Creative Non-Fiction simultaneously with *Below the Crying Mountain*. A journalism graduate of the University of the Philippines in Diliman, she worked as correspondent for the international press in Manila, covering politics and coups as well as other major events overseas.



Beauty Queens of Bishan

AKSHITA NANDA

Format: **B format/Paperback**

Extent: **272 pp**

ISBN: **978-981-48-6717-7**

Price: **S\$14.90**

Pub Month: **October 2019**

A light-hearted story, *Beauty Queens of Bishan* centers around stereotypical rich Indian families in Singapore, yet it does not leave out other parts of the community and how they all come together in the beauty parlours of the average-class heartland of Bishan.

In Bishan, the busiest suburb of Singapore, thirteen small beauty parlours co-exist quietly, offering haircuts, bikini waxes and facials at no-nonsense prices. All that changes when a swanky new salon opens. D'Asthetique (Beauty is Skin Deep) is run by April Chua, the stylist to the stars. April's plan for Bishan includes controlling her competitors through a new society, NAILSO (Neighbourhood Alliance of Independent Lifestyle Service Operators). The only person who dares to protest is the chubby Gurpreet Kaur, owner of Monty Beauty Spa.

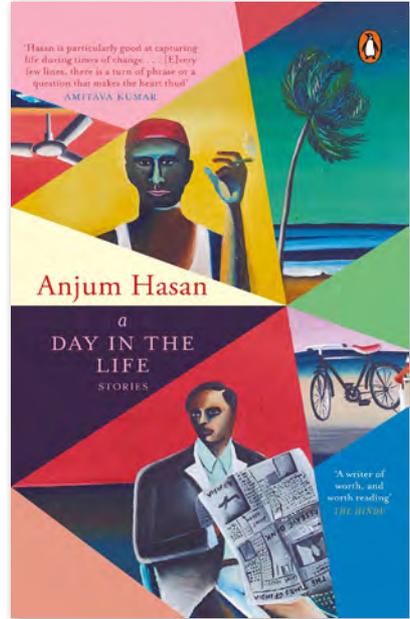
Both have clients in the upcoming Grand Glam Singapore Beauty contest. Will April's shoe-in Candy Kang prove yet again why she is Singapore's sweetheart? Or will Gurpreet's client, Tara Chopra, prove a star on stage as well as in court?

Akshita Nanda's first book *Nimita's Place*, was a finalist for the Epigram Books Fiction Prize in 2017. Born in Pune, she has lived in Singapore since 1995 and has a B.Sc. (Hons) from the National University of Singapore. Her columns on arts and culture for The Straits Times are well-received. Akshita was one of the speakers at the Singapore Writers Festival 2018.

A Day in the Life

ANJUM HASAN

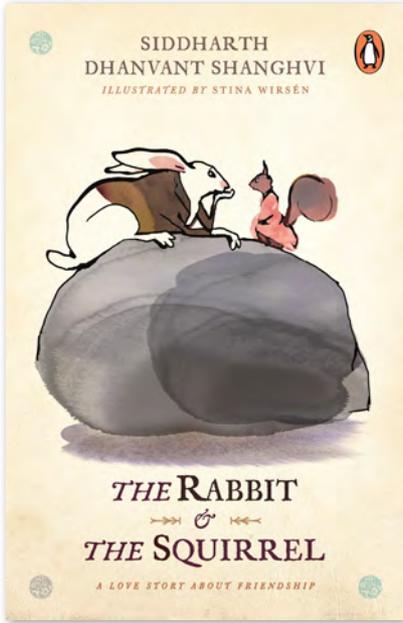
Format: **B format/Paperback**
 Extent: **256 pp**
 ISBN: **978-981-48-6718-4**
 Price: **S\$15.50**
 Pub Month: **November 2019**



Quietly devastating, subtly subversive, and wonderfully wry.

Quixotic nonconformists in small towns and young newly-weds trying to keep up with the times; a forlorn retiree helpless in the face of contemporary anger, and a middle-class woman's bond with her maid. Fourteen well-crafted stories give us a sense of the daily life of a wide cast of characters. Hasan's protagonists are, as always, inward-looking, and whimsical and vulnerable outliers. Where is their place in the new order, where have they come from and where are they going?

Anjum Hasan is the author of three novels—*The Cosmopolitans* (shortlisted for the Crossword Book Award), *Neti Neti* (shortlisted for the Hindu Best Fiction Award) and *Lunatic in My Head* (shortlisted for the Crossword Book Award)—as well as a book of short stories, *Difficult Pleasures* (shortlisted for the Crossword Book Award and the Hindu Best Fiction Award), and a book of poems. She lives in Bangalore.



The Rabbit and the Squirrel

SIDDHARTH DHANVANT
SANGHVI

Format: Special/Paperback

Extent: 48 pp

ISBN: 978-981-48-6723-8

Price: S\$9.90

Pub Month: October 2019

A heartbreaking modern fable from a writer acutely alert to the dark surprises of the human heart.

The Squirrel's greatest joy is dancing in the forest with the Rabbit—her beloved friend and equal of heart. While the duo is inseparable, fate has other ideas: the feisty Squirrel is forcibly married to a wealthy boar and the solitary Rabbit enlists in a monastery.

Years later, a brief, tragic reunion finds them both transformed by personal defeats. And yet, to each other, they are unchanged, and their private world—where sorrow registered as rapture and wit concealed loss—is just how they had left it.

A story of thwarted love, and an ode to the enduring pleasures of friendship, *The Rabbit and the Squirrel* is a charmed fable for grown-ups, in which one life, against all odds, is fated for the other.

Siddharth Dhanvant Shanghvi's debut novel, *The Last Song of Dusk*, has been translated into sixteen languages, has won the UK's Betty Trask Award and Italy's Premio Grinzane Cavour, and was nominated for the International IMPAC Dublin Literary Award.

Cursed and Other Stories

NOELLE Q DE JESUS



Format: **B format/Paperback**

Extent: **176 pp**

ISBN: **978-981-48-6719-1**

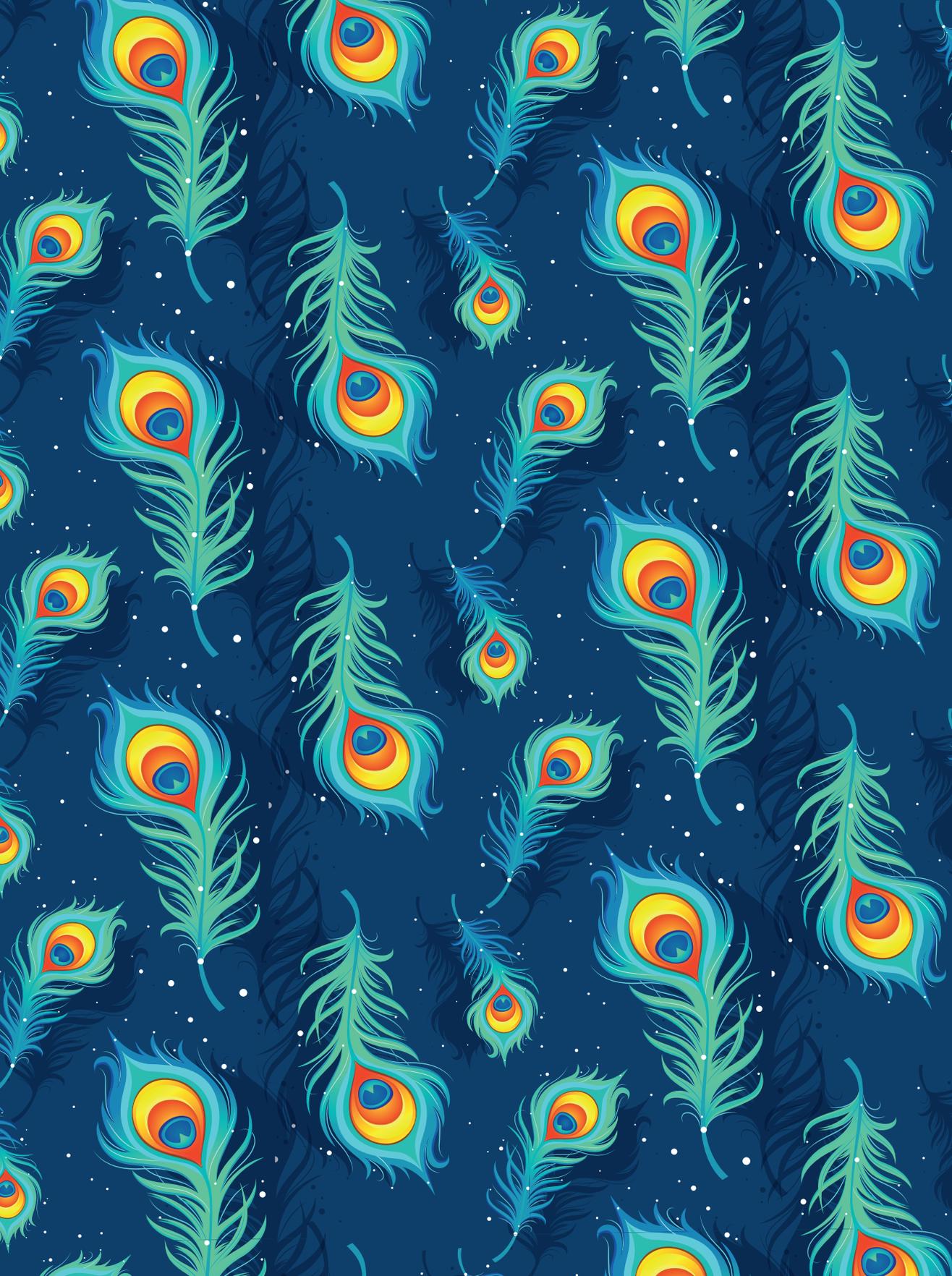
Price: **S\$12.50**

Pub Month: **October 2019**

Stories of Filipinos torn between leaving home for a better life, and a sense of longing they still feel for home.

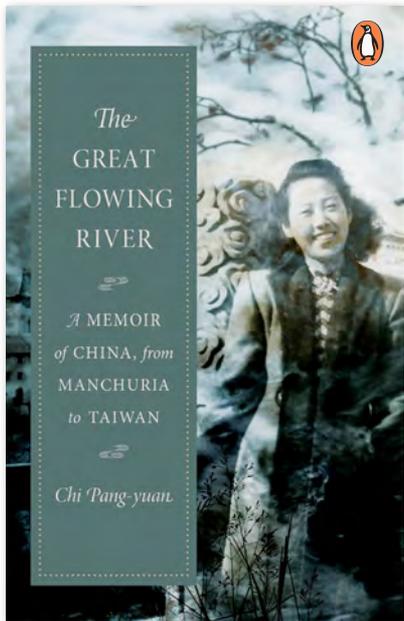
In *Cursed and Other Stories*, readers will encounter the pain, the love, and the hope that reside in every Filipino... all these people all over the globe who are making lives easier for strangers in other countries, for all the people who wear their country with simultaneous pride and shame. Because while they might wish to leave their home to seek greener pastures for those they love, they will never be able to quit it completely. Such desperation may be recognizable to many readers, however if it isn't, they will come away with a better understanding of it, at least vis-a-vis this archipelago that has more in common with the West than is evident on the surface.

Noelle Q. de Jesus is a Filipino American writer whose first book, *BLOOD: Collected Stories* (Ethos Books) won the US-based 2016 Next Generation Indie Book Award for the Short Story. A Palanca Award winner and a University of the Philippines' Writers Workshop fellow, she has published short stories in Southeast Asia and the United States, including Puerto del Sol and Mud Season Review. She is currently working on her first novel, *Dome of Another Sky*. She lives with her husband in Singapore and they have two children.





NON-FICTION



The Great Flowing River

*A Memoir of China,
from Manchuria to Taiwan*

CHI PANG-YUAN

Translated by **JOHN BALCOM**

Format: **Royal/Paperback**

Extent: **480 pp**

ISBN: **978-981-48-6705-4**

Price: **S\$28.00**

Pub Month: **December 2019**

A magnificent translation of a Chinese masterpiece.

Heralded as a literary masterpiece and a best-seller in the Chinese-speaking world, *The Great Flowing River* is a personal account of the history of modern China and Taiwan unlike any other. In this eloquent autobiography, the noted scholar, writer, and teacher Chi Pang-yuan recounts her youth in mainland China and adulthood in Taiwan. Chi's remarkable life, told in rich and striking detail, humanizes the eventful and turbulent times in which she lived.

Chi Pang-yuan (b. 1924) is an internationally recognized educator, scholar, and author. She is the co-editor of *Chinese Literature in the Second Half of a Modern Century: A Critical Survey* (2000) and *The Last of the Whampoa Breed: Stories of the Chinese Diaspora* (Columbia, 2003), among other books.

John Balcom teaches at the Middlebury Institute of International Studies at Monterey. His translations include Cao Naiqian's *There's Nothing I Can Do When I Think of You Late at Night* (2009); Huang Fan's *Zero and Other Fictions* (2011); and Yang Mu's *Memories of Mount Qilai: The Education of a Young Poet* (2015).

The History of the Vietnam War

Edited by **DAVID L. ANDERSON**

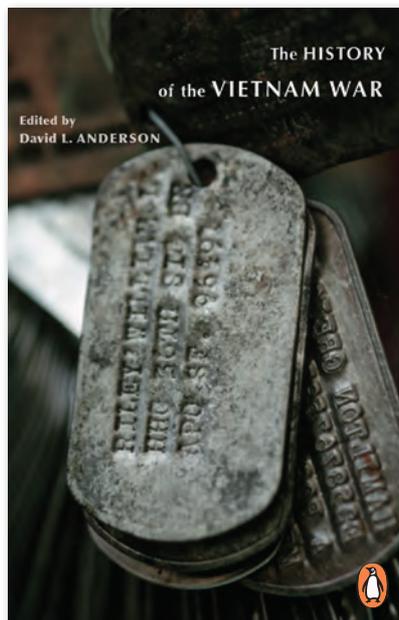
Format: **Royal/Paperback**

Extent: **496 pp**

ISBN: **978-981-48-6701-6**

Price: **S\$28.00**

Pub Month: **November 2019**



Offers profound new perspective on one of the most controversial events in modern history.

America's experience in Vietnam continues to figure prominently in discussions about strategy and defense, not to mention within discourse on the identity of the United States as a nation. Anderson's expert collection is therefore essential for understanding America's entanglement in the Vietnam War and the conflict's influence on the nation's future interests abroad.

Rooted in recent scholarship, *The History of the Vietnam War* offers profound new perspectives on the political, historical, military, and social issues that defined the war and its effect on the United States and Vietnam.

David L. Anderson is professor of history emeritus at California State University, Monterey Bay, and past president of the Society for Historians of American Foreign Relations. His books include *Trapped by Success: The Eisenhower Administration and Vietnam* and *The Columbia Guide to the Vietnam War*.



The Ordinary Chaos of Being Human

MARGUERITE RICHARDS

Format: **Demy/Paperback**

Extent: **320 pp**

ISBN: **978-981-48-6712-2**

Price: **S\$20.00**

Pub Month: **September 2019**

The rich diversity of a certain belief, interspersed with poignant stories of the common man.

Homebound during the Iran-Iraq war, a young woman describes a moving account of her family's confinement; a young architect meets a Sufi who has a job for him - to solve the problem of a re-appearing crack in his master's tomb; while exploring a childhood memory, a woman discovers a secret about her Pakistani neighbour who had stolen her birthday presents.

As a counter-narrative to the stereotypical portrayal of Muslims, *The Ordinary Chaos of Being Human* packs a collection of personal stories revealing the multi-faceted and universal experiences of people living all over the world.

Marguerite Richards is an American writer and editor, who has focused on food, travel, and culture writing for 17 years. She has spent a combined ten years living in Holland, Chile, France, and Sri Lanka. She speaks French, basic Spanish and Dutch, and is currently learning Sinhala.

She ran the magazines promoting French culture to Americans for the French Government Tourist Office for five years. She is now living part-time in her native California, and part-time in Colombo, Sri Lanka, working on cultural projects full-time. She is interested in social media marketing trends and online content development, and works with companies and organizations that maintain a commitment to cultural tradition, diversity, and equality.

Marguerite is motivated by people, and aims to build bridges through empathy, on words alone. She travels to understand cultural differences and the nuances that separate us.

Confronting Inequality

*How Societies can Choose
Inclusive Growth*

**JONATHAN D. OSTRY
PRAKASH LOUNGANI
ANDREW BERG**

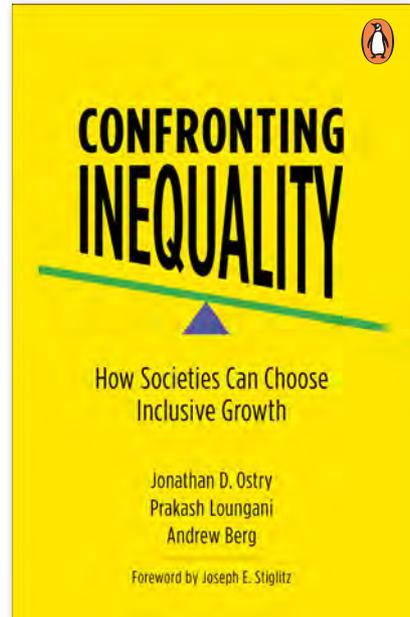
Format: **Royal/Paperback**

Extent: **192 pp**

ISBN: **978-981-48-6702-3**

Price: **S\$25.00**

Pub Month: **October 2019**



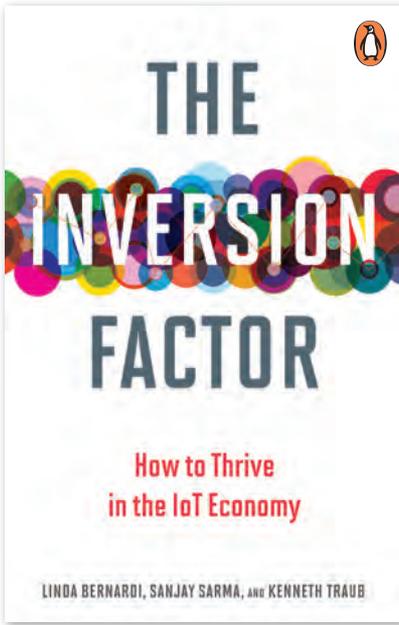
An accessible insight into the co-relation between government policies and economic inequality.

Inequality has drastically increased in many countries around the globe over the past three decades. The widening gap between the very rich and everyone else is often portrayed as an unexpected outcome or as the trade-off we must accept to achieve economic growth. In this book, three International Monetary Fund economists show that this increase in inequality has, in fact, been a political choice—and explain what policies we should choose instead to achieve a more inclusive economy.

Jonathan D. Ostry is Deputy Director of the research department at the International Monetary Fund. His work on inequality and unsustainable growth has been cited by, among others, Barack Obama.

Prakash Loungani is Assistant Director in the IMF's Independent Evaluation Office.

Andrew Berg is the Deputy Director of the IMF's Institute for Capacity Development. He previously served at the U.S. Treasury, including as deputy assistant secretary for East Asia and Latin America in 2000–2001 and Chief Economist of the Mexican Task Force in 1995–1996.



The Inversion Factor

How to Thrive in the IoT Economy

LINDA BERNARDI
SANJAY SARMA
KENNETH TRAUB

Format: **Demy/Paperback**

Extent: **240 pp**

ISBN: **978-981-48-6704-7**

Price: **S\$20.00**

Pub Month: **July 2019**

Why companies need to move away from a product-first orientation to pursuing innovation based on customer needs.

In the past, companies found success with a product-first orientation; they made a thing that did a thing. Today, rather than asking, 'how do the products we make meet customer needs?', companies should ask, 'how can technology help us reimagine and fill a need?'

The introduction of 'smart' objects connected by the Internet of Things signals fundamental changes for business. The IoT, where real and digital coexist, is powering new ways to meet human needs. *The Inversion Factor* offers a blueprint for businesses making the transition to inversion and interviews with leaders of major companies and game-changing startups.

Linda Bernardi is a serial technology author, investor, and entrepreneur. Formerly the Chief Innovation Officer for IoT and Cloud at IBM, she runs the technology strategy firm Straterra Partners.

Sanjay Sarma is the Vice President for Open Learning and Fred Fort Flowers (1941) and Daniel Fort Flowers (1941) Professor of Mechanical Engineering at MIT.

The late **Kenneth Traub**, a consultant with thirty years of experience in software engineering, was the co-founder and technical advisor to five high technology startups.

Leader's Block

How Great Leaders Recover After they Stumble

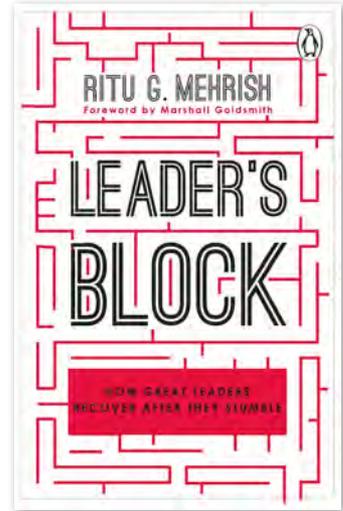
RITU G. MEHRISH

Have you ever felt bored and uninterested at work? Do you feel that you are working hard and not getting results?

Leader's Block is a phase when leaders feel demotivated and unengaged at work. These are the same leaders who at one point found their work stimulating and exciting.

Over several candid interviews, senior professionals reveal why they felt this way and the circumstances that caused it. Ritu Mehrish uncovers the reasons for this feeling and the antidote to this malady. Identify when you are getting into Leader's Block and learn how to break out of it!

After being in the corporate world for about 20 years, **Ritu G. Mehrish** decided to shift gears and pursue her passion of working with and supporting leaders in their leadership journey. Ritu has run a multimillion-dollar business vertical with 800+ people across eight countries.



Format: **B format/Hardback**

Extent: **272 pp**

ISBN: **978-981-48-6706-1**

Price: **₹17.90**

Pub Month: **May 2019**

The Persuasive Manager

Communication Strategies for 21st Century Managers

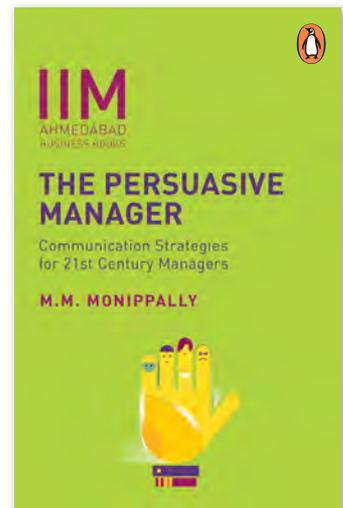
M. M. MONIPPALLY

Packs the intricacies of the most fundamental quality for leadership.

What is persuasion, and how should managers balance their ability to persuade and exercise authority without becoming authoritarian? What blend of qualities does it take to persuade bosses? With its wealth of real-world illustrations, scenarios and tips, *The Persuasive Manager* explores the intricacies of corporate communication, essential to be understood by managers for the smooth and effective running of their organisations.

With a wealth of information and illustrations from contemporary businesses, these non-academic and user-friendly books from the faculty of Indian Institute of Management Ahmedabad are essential corporate reading.

M.M. Monippally is a Professor of Communications at IIM Ahmedabad. A specialist in strategies of managerial communication, persuasion, and bad news delivery, he has designed and run training workshops for middle and senior managers at Morgan Stanley, Reuters India, ICICI Bank, MICO Bosch, Global Trust Bank, and many other organizations.



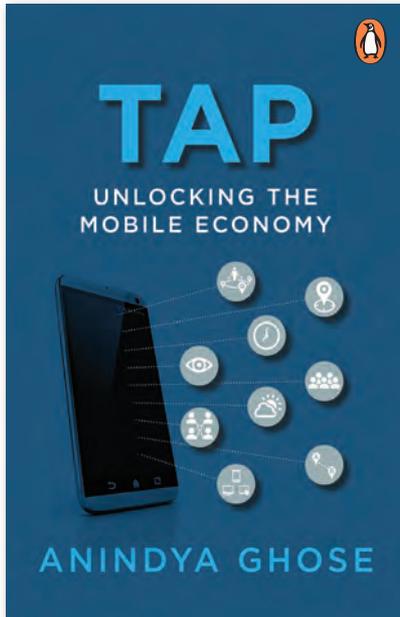
Format: **B format/Paperback**

Extent: **280 pp**

ISBN: **978-981-48-6703-0**

Price: **₹15.90**

Pub Month: **April 2019**



Tap

Unlocking the Mobile Economy

ANINDYA GHOSE

Format: **Demy/Paperback**

Extent: **240 pp**

ISBN: **978-981-48-6700-9**

Price: **S\$20.00**

Pub Month: **June 2019**

How the smartphone can become a personal concierge (not a stalker) in the mobile marketing revolution of smarter companies, value-seeking consumers, and curated offers.

Consumers create a data trail by tapping their phones; businesses can tap into this trail to harness the power of the more than three trillion dollar mobile economy. According to Anindya Ghose, a global authority on the mobile economy, this two-way exchange can benefit both customers and businesses. In *Tap*, Ghose welcomes us to the mobile economy of smartphones, smarter companies, and value-seeking consumers.

Drawing on his extensive research in the United States, Europe, and Asia, and on a variety of real-world examples from companies including Alibaba, China Mobile, Coke, Facebook, SK Telecom, Telefonica, and Travelocity, Ghose describes some intriguingly contradictory consumer behavior: people seek spontaneity, but they are predictable; they find advertising annoying, but they fear missing out; they value their privacy, but they increasingly use personal data as currency. When mobile advertising is done well, Ghose argues, the smartphone plays the role of a personal concierge—a butler, not a stalker.

Anindya Ghose is the Heinz Riehl Chair Professor of Business at New York University's Leonard N. Stern School of Business, where he holds a joint appointment in the Information, Operations and Management Science, and Marketing Departments. In 2017, Thinkers50 identified him among the 30 management thinkers most likely to shape the future of how organizations are managed and led. His opinion pieces and research have been featured on the BBC, CNBC, MSNBC, NPR, NBC, and in *The Economist*, the *New York Times*, *WIRED*, *Time*, the *Financial Times*, and the *Wall Street Journal*.

A Dozen Lessons for Entrepreneurs

TREN GRIFFIN

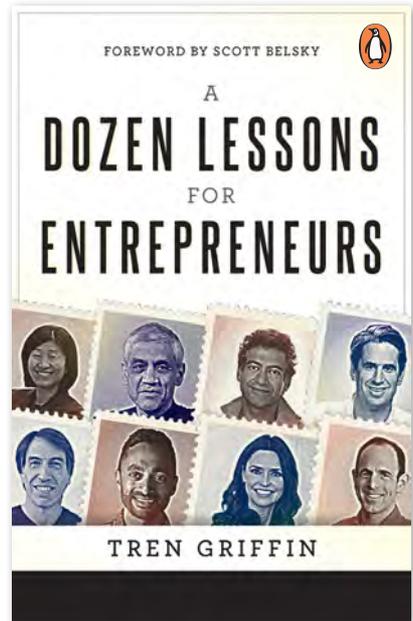
Format: **Royal/Paperback**

Extent: **288 pp**

ISBN: **978-981-48-6793-1**

Price: **S\$25.00**

Pub Month: **August 2019**



Entrepreneurs should learn from past successes but also be prepared to break new ground.

A Dozen Lessons for Entrepreneurs shows how the insights of leading venture capitalists can teach readers to create a unique approach to building a successful business. Through profiles and interviews of figures such as Bill Gurley of Benchmark Capital, Marc Andreessen and Ben Horowitz of Andreessen Horowitz, and Jenny Lee of GGV Capital, Tren Griffin draws out the fundamental lessons from their ideas and experiences.

With insight and verve, Griffin argues that innovation and best practices are discovered by the experimentation of entrepreneurs as they establish the evolutionary fitness of their business. Griffin shows that listening to what the best venture capitalists have to say is invaluable for entrepreneurs. Their experiences, if studied carefully, teach bedrock methods and guiding principles for approaching business.

Tren Griffin works at Microsoft. He writes the www.25iq.com blog and is active on Twitter (@TrenGriffin). He was formerly a partner at Eagle River, a private equity firm controlled by Craig McCaw with investments in telecommunications and startups. He is the author of six other books, including *Charlie Munger: The Complete Investor* (Columbia, 2015).



The War on Terror

RENE ACOSTA

Format: **Demy/Paperback**

Extent: **288 pp**

ISBN: **978-981-48-6709-2**

Price: **S\$17.00**

Pub Month: **October 2019**

The inside story – plans, strategies, casualties, letters – of the crackdown on terrorist groups by the Philippines military with the support of elite US Special forces, with no details spared.

The War on Terror is a book about terrorism — the al-Qaeda, Jemaah Islamiyah and the Abu Sayyaf Group and their operations in southern Philippines — and includes photographs of letters written by terrorist commanders and by kidnapped American couple Martin and Gracia Burnham. The book follows the growth, movement and activities of the ASG, the Jemaah Islamiyah and the al-Qaeda and talks about how the military broke the triad of their operations through various operational plans and strategies that were implemented with the support of US Special Forces, whose actual involvement in counter-terrorism operations in the Philippines is being detailed for the first time.

More than just about the issue of terrorism, the book will inform readers on the factors – social, political and economic that abet terrorism in a struggling country such as the Philippines.

Rene P. Acosta has been a journalist for more than 28 years. He currently works for the Business Mirror as a reporter covering the areas of defense and national security issues. He had reported abroad where he wrote for a number of publications. His articles have appeared in the Center for Strategic and International Studies, and for years, he also wrote for the website of the Asia Pacific Defense Forum, the publication of the US Pacific Command. He was formerly the president of the Defense Press Corps of the Philippines and had attended the US International Visitor's Leadership Program for the theme Regional Security.

Life's Amazing Secrets

*How to Find Balance and
Purpose in your Life*

GAUR GOPAL DAS

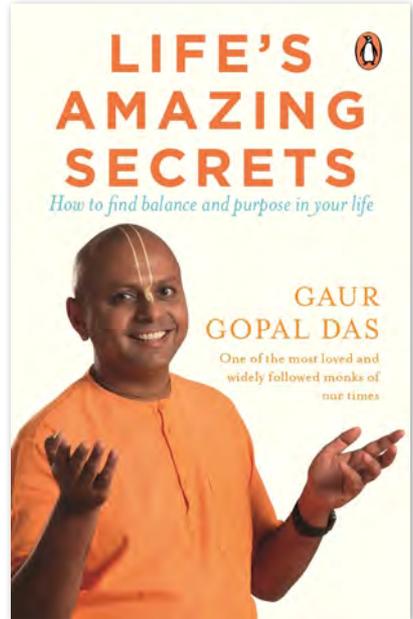
Format: **B format/Paperback**

Extent: **256 pp**

ISBN: **978-981-48-6707-8**

Price: **S\$15.90**

Pub Month: **September 2019**



This book is for all those who've loved *The Monk Who Sold his Ferrari*.

Stop going through life,

Start growing through life!

While navigating their way through horrendous traffic, Gaur Gopal Das and his wealthy young friend Harry get talking, delving into concepts ranging from the human condition to finding one's purpose in life and the key to lasting happiness.

In his debut book *Life's Amazing Secrets*, Gaur Gopal Das takes us on an unforgettable journey with his precious insights on certain areas of life. Whether you are looking at strengthening your relationships, discovering your true potential, understanding how to do well at work or even how you can give back to the world, this thought-provoking and light-hearted book by one of the most popular and sought-after monks will help you align yourself with the life you want to live.

Gaur Gopal Das studied electrical engineering from the College of Engineering, Pune. After a brief stint with Hewlett Packard, he decided to live life as a monk in an ashram in downtown Mumbai. He has remained there for twenty-two years, learning the antiquity of ancient philosophy and the modernity of contemporary psychology, to become a life coach to thousands in the city.



CHILDREN'S





Last Kid Running: Indoor

DON BOSCO
BENEDICT BOO



Format: **B format/Paperback**

Extent: **304 pp**

ISBN: **978-981-48-6720-7**

Price: **S\$15.90**

Pub Month: **September 2019**

An interactive story series for 10 to 12 year olds.

You are Runner X, a contestant on LAST KID RUNNING, which is the hottest reality TV show streaming on the mobile web.

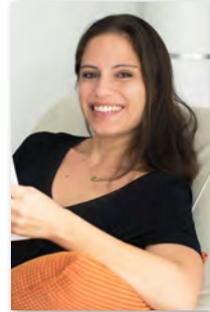
Your job as RUNNER X is to clear all 5 levels of each game location, across Southeast Asia, beat the other contestants, win votes from viewers, and progress up the ranks until you are the LAST KID RUNNING. You decide how you run through mazes, clear obstacles and pass endurance challenges by making decisions at critical points.

Don Bosco is an award-winning writer and publisher of thrilling fiction for teens and children. His stories are inspired by Asian legends and pop culture. He started the publishing studio Super Cool Books in 2011. In 2015, his *Sherlock Hong* series was released internationally. At the Popular Readers' Choice Awards 2015, his *Lion City Adventures* series was awarded Best Book in the English (Children) Category and also Best Book Cover, English (Children) Category.

Benedict Boo runs programs for schools where he uses sports to create a greater interest for reading and learning. Benedict's outreach to schools is far and wide, which has helped in the success of his published works.

Best Foot Forward

LEILA BOUKARIM
BARBARA MOXHAM



Format: **Special/Paperback**

Extent: **32 pp**

ISBN: **978-981-48-6721-4**

Price: **S\$9.90**

Pub Month: **August 2019**

Take control over how your day turns out, regardless of wobbles!

Chirpy Mrs. Wong is determined to make every day as perfect as can be. But when her morning is off to a wobbly start, Mrs. Wong struggles to stay positive and eventually loses her cool. It's only when she catches a glimpse of herself that she realizes it's not too late to turn a bad day into a good one.

Leila Boukarim was born in Lebanon, raised in several countries, and now resides in Singapore, where she plays a key role in the Singapore chapter of the Society of Children's Book Writers and Illustrators. She spends her time writing stories that inspire empathy and encourage meaningful discussions between children and caregivers.

Barbara Moxham was born in Munich, raised in Sydney and currently calls Singapore home. She worked as an Art Director after completing a Master of Arts in Painting and Drawing. Her fondness for books and becoming a mum led her to illustrate picture books, including two books for highly sensitive children.



Mina's Magic Malong

EVA WONG

JUNE HO



Format: **Special/Paperback**

Extent: **32 pp**

ISBN: **978-981-48-6724-5**

Price: **S\$9.90**

Pub Month: **July 2019**

A heart-warming story of a young girl and her nanny, with a hint of magic and love!

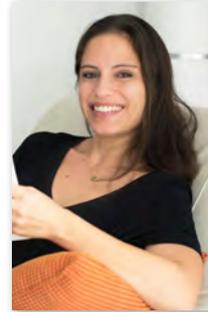
Six-year-old Ella is finding it difficult to cope with her nanny, Mina, going home. She tries hard, in her six-year-old way, to stop Mina from leaving. But Mina has to go. A present from Mina forms a magical bond between them. While Mina goes back to tending to her children, her affection and love for Ella flows through the malong.

Eva Wong Nava is the award-winning author of *Open: A Boy's Wayang Adventure*, a middle-grade book that encourages people to be compassionate to individuals on the autism spectrum. Her picture book, *The Boy Who Talks in Bits and Bobs*, shows readers how love and patience can help overcome all odds. She lives between two worlds and is currently based in an island-state not far from the equator.

June Ho is the intrepid wandering Booktuber of The No Bull Channel. A motivator and a speaker with a sense of humour, she knows books can change lives. And life, she believes, ought to be loaded with love, laughter, and literature.

Everyday Ninja

LEILA BOUKARIM
BARBARA MOXHAM



Format: **Special/Paperback**

Extent: **32 pp**

ISBN: **978-981-48-6722-1**

Price: **S\$9.90**

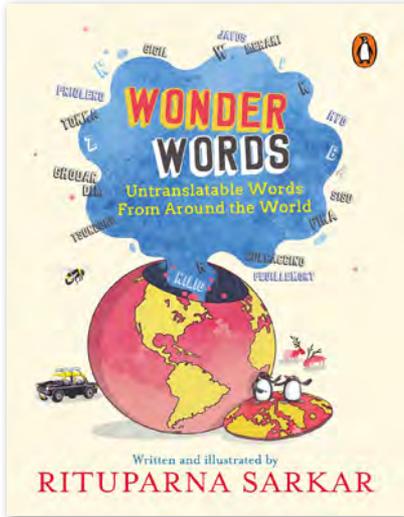
Pub Month: **November 2019**

Who says girls can't be Ninjas?

When Kareem and Raffi see an awesome ninja at the park, they go back again and again, wondering if they've got what it takes to be super ninjas too. But the boys are in for a big surprise when the ninja does a perfect arabesque.

Leila Boukarim was born in Lebanon, raised in several countries, and now resides in Singapore, where she plays a key role in the Singapore chapter of the Society of Children's Book Writers and Illustrators. She spends her time writing stories that inspire empathy and encourage meaningful discussions between children and caregivers.

Barbara Moxham was born in Munich, raised in Sydney and currently calls Singapore home. She worked as an art director after completing a Master of Arts in Painting and Drawing. Her fondness for books and becoming a mum led her to illustrate picture books, including two books for highly sensitive children.



Wonder Words

*Untranslatable Words from
Around the World*

RITUPARNA SARKAR

Format: **B format/Paperback**

Extent: **144 pp**

ISBN: **978-981-48-6725-2**

Price: **S\$11.90**

Pub Month: **April 2019**

A fascinating collection of words from around the world.

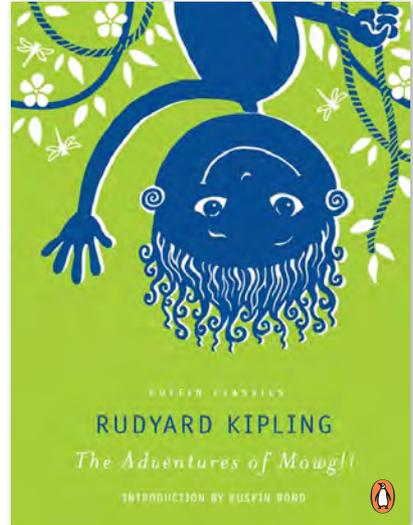
People in different countries speak different languages—and sometimes these languages have words that are untranslatable into English. Did you know that Japanese has a word for pretending not to be at home when someone rings the doorbell? Or that there's a German word for the weight that you put on because of emotional eating? Or even that there's a Yiddish word for thinking of a witty comeback only when it's too late?

Wonder Words is a gorgeous, illuminating and often hilarious lexicon of unique words from all over the globe. It will open up your world, making you aware of emotions, cultures and practices from far and beyond.

Rituparna Sarkar is a graduate of the National Institute of Design in animation film design and an entrepreneur running her own design studio for the last eight years, creating illustrations, designs and films for various brands.

The Adventures of Mowgli

RUDYARD KIPLING



Format: **Special/Paperback**

Extent: **256 pp**

ISBN: **978-981-48-6727-6**

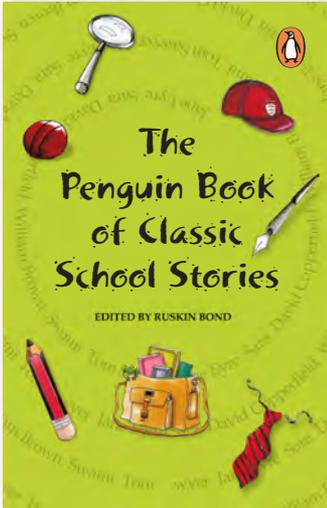
Price: **S\$12.90**

Pub Month: **June 2019**

Mowgli comes alive once more, now in a special edition!

Rudyard Kipling's eternal classics, *The Jungle Book* and *The Second Jungle Book* are most loved for the stories of Mowgli, the boy who grew up in a wolf pack. This Puffin Classics edition brings together all the stories of Mowgli. It begins with the story of an abandoned baby boy rescued by a Wolf from the terror of the jungle, the Tiger. It follows his story of growing up in the jungle, finding his identity amongst the animals and the humans through various trials and tribulations. This beautiful, illustrated edition begins with an affectionate, heartwarming introduction by the favourite children's writer, Ruskin Bond.

Joseph Rudyard Kipling (1865-1936) was born in India, and educated in England. He was a prolific writer and recognized as a genius. In 1907 he was awarded the Nobel Prize for Literature. His many books for children include *Just So Stories* and *Kim*.



Format: **B format/Paperback**

Extent: **256 pp**

ISBN: **978-981-48-6726-9**

Price: **S\$12.90**

Pub Month: **May 2019**

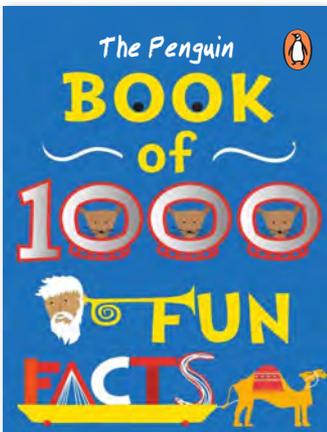
The Penguin Book of Classic School Stories

Edited by **RUSKIN BOND**

A collection of beloved school stories penned down by a beloved children's writer.

Meet the world's naughtiest boys and girls, the best and the worst students, and some really famous children in this book as they make their way through school. Read about David Copperfield and his friendship with Steerforth, Tom Brown trying to find his feet in Rugby school, and Jane Eyre fighting poverty and disease in a school for orphans and many such iconic characters from beloved Classic stories. By turns hilarious and heartwarming, these classic tales are about growing up and the time spent in that one place which is so beloved to some and so hated by others—school.

Born in Kasauli in 1934, **Ruskin Bond** grew up in Jamnagar, Dehradun, New Delhi, and Simla. He has written over 500 short stories, essays, and novellas (some included in the collections *Dust on the Mountain* and *Classic Ruskin Bond*) and more than forty books for children.



Format: **B format/Paperback**

Extent: **176 pp**

ISBN: **978-981-48-6728-3**

Price: **S\$10.90**

Pub Month: **August 2019**

The Penguin Book of 1000 Fun Facts

Which is the most 'stolen' book in the world? How can one marry a dead person? How did the word 'dude' originate?

Discover some fascinating trivia in this compilation of 1000 fun facts from the worlds of science, literature, history, entertainment and more. This book reveals facts you may never have heard of before!

Archie's Cloud

A book for angry little boys and girls

VITTORIA D'ALESSIO
ZOE RICHARDSON



Format: **B format/Paperback**

Extent: **176 pp**

ISBN: **978-981-48-6791-7**

Price: **S\$13.50**

Pub Month: **August 2019**

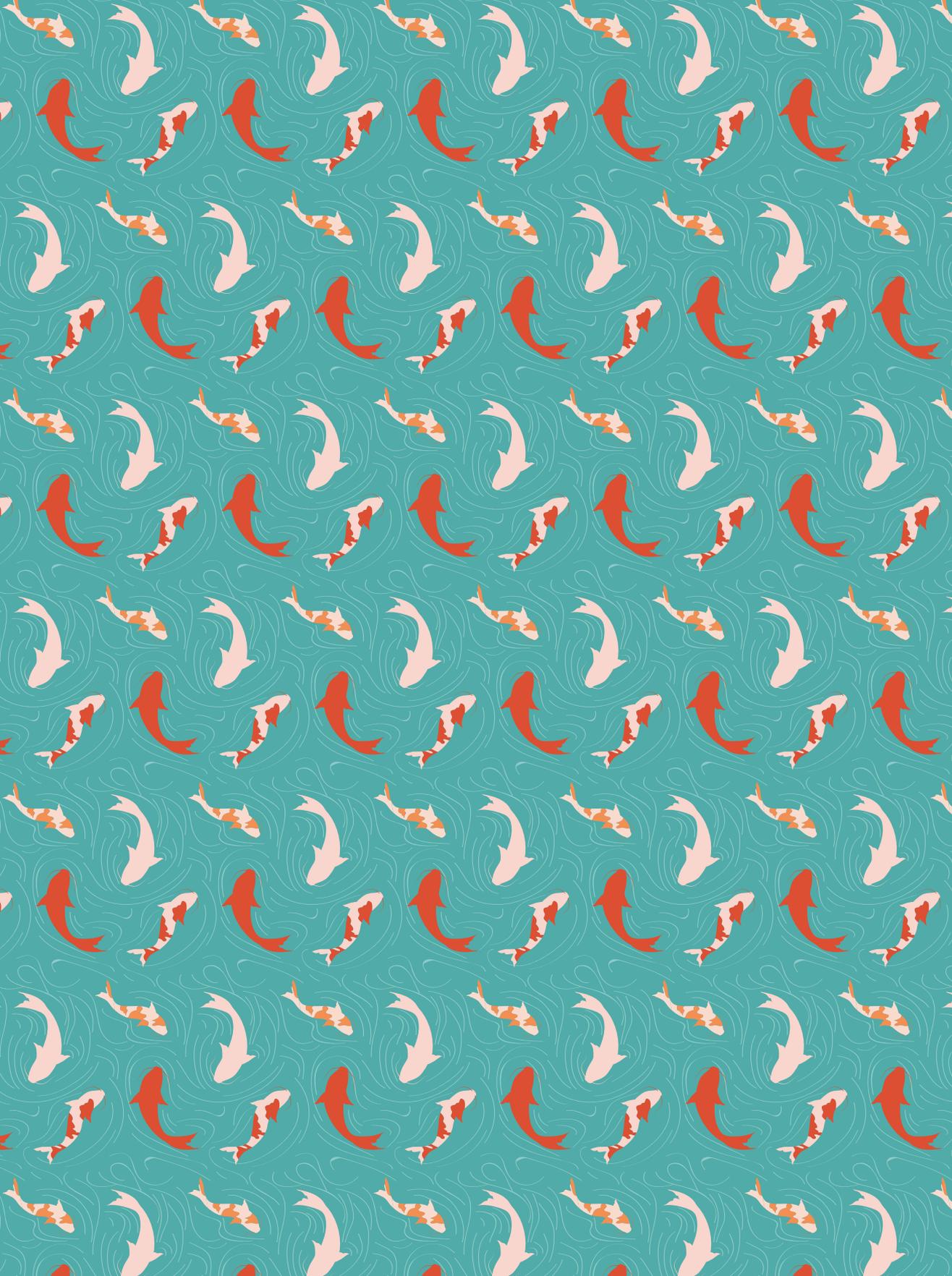
Archie's Cloud tells the story of Archie, a belligerent little boy on a brave and sometimes painful quest to a more peaceful life and stronger relationships.

'*Archie's Cloud* is a wonderful resource to help children navigate the challenges of regulating their emotions. Children relate to Archie and learn coping strategies from his magical adventure. The "Time to Talk and Share" section allows for guided personal reflection and subsequent positive change, empowering children to be the very best versions of themselves.' - Claire Holmes, Head of Counselling at Tanglin Trust School, Singapore

Archie's Cloud has been created as a resource for parents, teachers and therapists caring for children who experience rage and frustration. All children, in other words! But the child who is expected to benefit the most is the one who struggles at a deep level with the complex social landscapes of school and home. Told with humour and a light touch, this book looks directly and unapologetically at the frustration, anger and isolation so often felt by these children. Most importantly, it offers alternative behavioural strategies, equipping kids with tools to make healthier choices, with the promise of a more rewarding, less turbulent life for both them and those around them.

Vittoria D'Alessio is a British/Italian writer and editor. As a journalist, she has contributed to newspapers and magazines around the world, focusing mainly on topics relating to women, health and human rights.

Zoe Richardson is a high-school English teacher. Zoe has two children on the autistic spectrum.





LEARNING

Vocabulary Enhancer series



Format: **B format/Paperback**

Extent: **356 pp**

ISBN: **978-981-48-6729-0**

Price: **S\$16.90**

Pub Month: **April 2019**



Format: **B format/Paperback**

Extent: **176 pp**

ISBN: **978-981-48-6730-6**

Price: **S\$13.50**

Pub Month: **November 2019**

Read your favourite novels and improve your vocabulary at the same time.

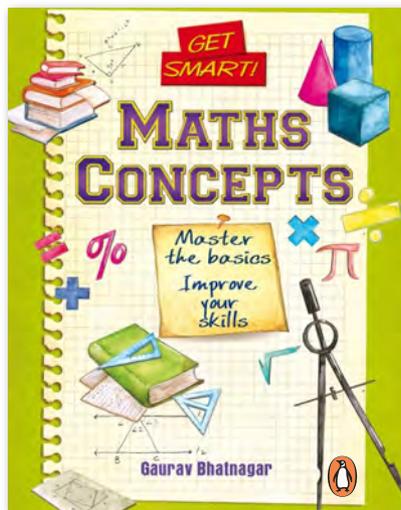
Word power is an integral part of being able to express yourself – whether you're in college, appearing for competitive exams or attending a job interview. It makes you an effective and confident communicator. These handy guides bring to you an abridged version of the timeless novels and plays to familiarize you with a must-read and equip you with new words.

Accessible and engaging, each book in the Vocabulary Enhancer series simplifies a classic and helps you memorize a list of carefully curated, frequently used words through their definitions, antonyms, examples of usage as well as word exercises and puzzles to recap your learning. So what are you waiting for? Strengthen your understanding of the English language and enhance your vocabulary with this unique companion.

Get Smart! Maths Concepts

Master the Basics, Improve your Skills

GAURAV BHATNAGAR



Format: **Special/Paperback**

Extent: **176 pp**

ISBN: **978-981-48-6731-3**

Price: **S\$11.90**

Pub Month: **July 2019**

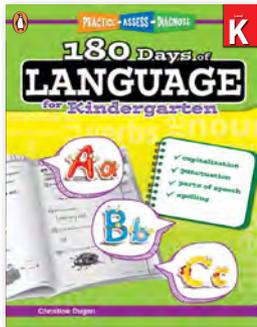
Get Smart! is the new mantra for students.

With a systematic, back-to-the-basics approach, the books in this series aim to help students tackle crucial subjects in school with confidence and enjoyment. Accompanied by tables, illustrations and many exciting exercises, the Get Smart! series gives helpful tips and sensible advice so that students can develop both creative and analytical skills.

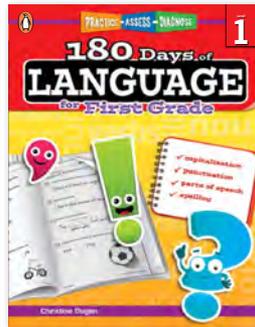
Gaurav Bhatnagar has a Ph.D. in mathematics. He has taught mathematics to many students at many levels, at the Ohio State University, the Department of Computer Science in Delhi University, in his garage, and online over the Internet.

LEARNING

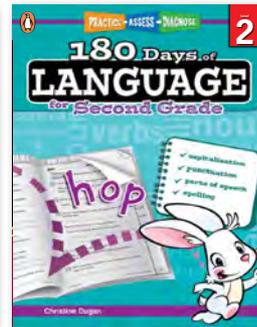
180 Days of Language Grades Kindergarten to 6



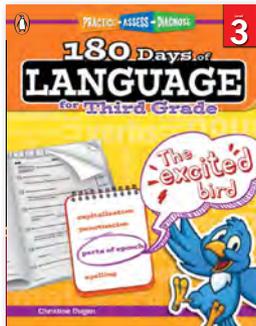
ISBN: 978-981-48-6732-0



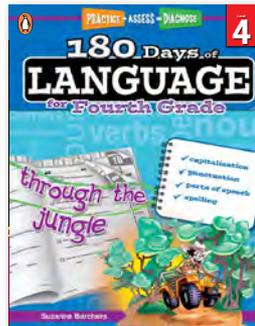
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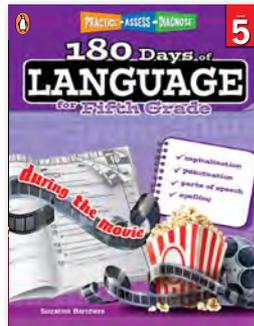
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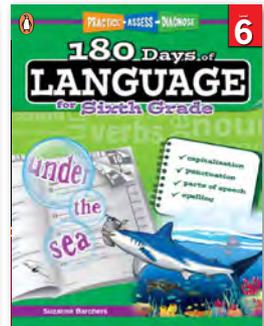
ISBN: 978-981-48-6735-1



ISBN: 978-981-48-6736-8



ISBN: 978-981-48-6737-5



ISBN: 978-981-48-6738-2

Provide quick and purposeful practice to build your language skills.

Reinforce and enhance students' grammar skills using *Practice, Assess, Diagnose: 180 Days of Language*. This standards-based resource provides an engaging and purposeful practice page for every day of the school year. The practice pages follow a consistent format, and each key language skill is addressed daily, allowing students ample opportunities to master each one. Use the included diagnostic tools to record evidence of student learning, assess progress, and identify intervention of enrichment needs.

Format: **Special/Paperback**

Extent: **208 pp**

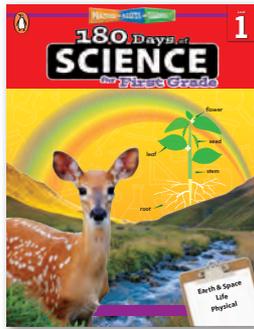
Price: **S\$9.90 each**

Pub Month: **May 2019**

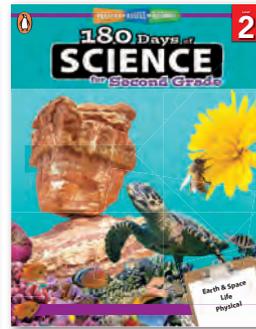
180 Days of Science Grades Kindergarten to 6



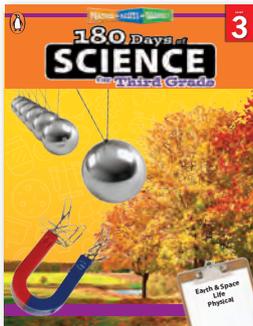
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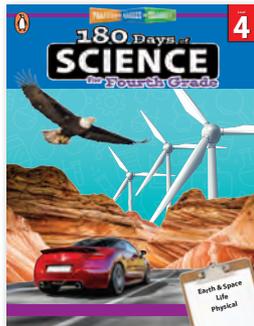
ISBN: 978-981-48-6740-5



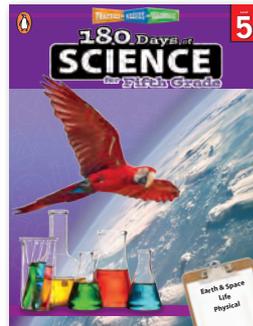
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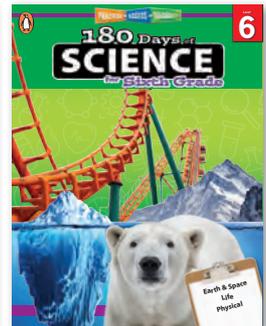
ISBN: 978-981-48-6742-9



ISBN: 978-981-48-6743-6



ISBN: 978-981-48-6744-3



ISBN: 978-981-48-6745-0

Master science skills with quick and purposeful daily practice!

This easy-to-use resource provides students with science activities for every day of the school year. Using engaging real-life scenarios, students examine key Science and Engineering Practices, Disciplinary Core Ideas and Crosscutting Concepts as they explore physical science, life science, and earth and space science. Multiple-choice and constructed-response questions help students prepare for standardized tests. Students' confidence will soar with these engaging standards-based science activities!

Format: **Special/Paperback**

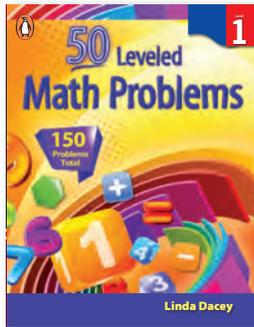
Extent: **208 pp**

Price: **\$9.90 each**

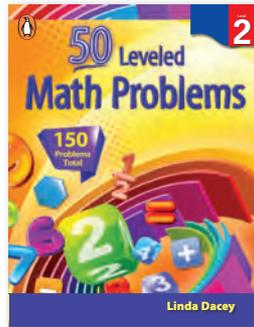
Pub Month: **May 2019**

LEARNING

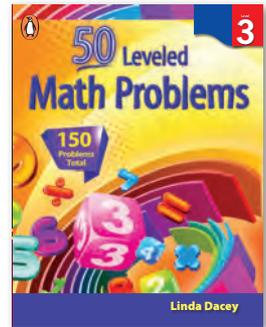
50 Leveled Math Problems Grades 1 to 6



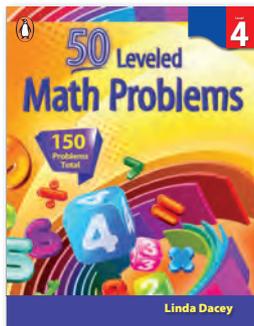
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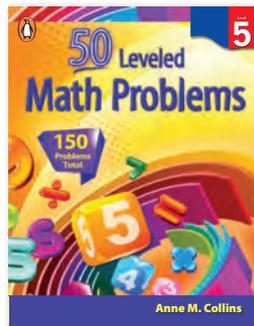
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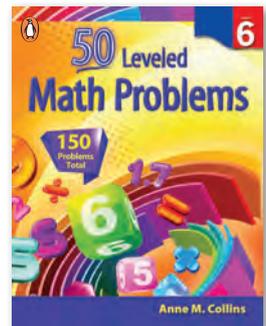
ISBN: 978-981-48-6748-1



ISBN: 978-981-48-6749-8



ISBN: 978-981-48-6750-4



ISBN: 978-981-48-6751-1

This engaging resource for the primary grades provides effective, research-based strategies to help teachers differentiate problem solving in the classroom. It includes: 50 leveled math problems (150 problems total), an overview of the problem-solving process, and ideas for formative assessment of students' problem-solving abilities. It also includes 50 mini-lessons and a student activity sheet featuring a problem tiered at three levels.

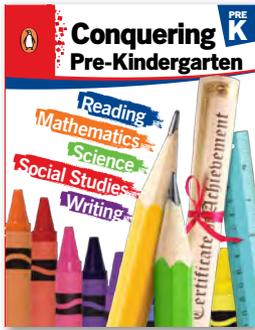
Format: **Special/Paperback**

Extent: **144 pp**

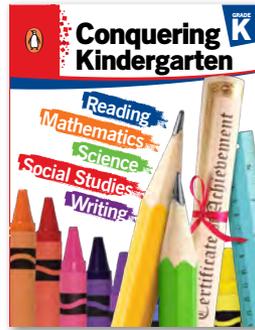
Price: **S\$9.90 each**

Pub Month: **October 2019**

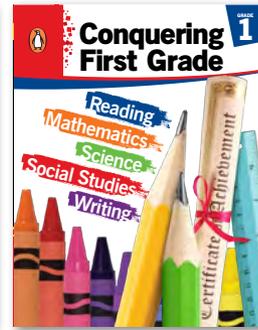
Conquering Grades Pre-Kindergarten to 5



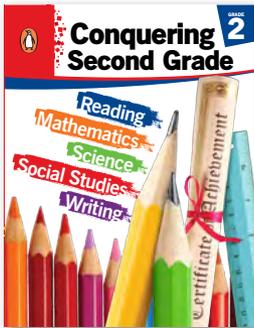
ISBN: 978-981-48-6752-8



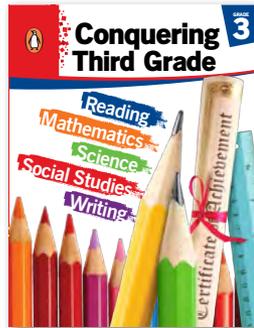
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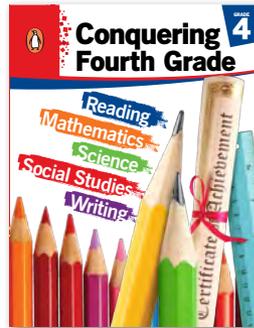
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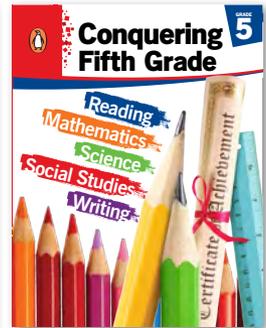
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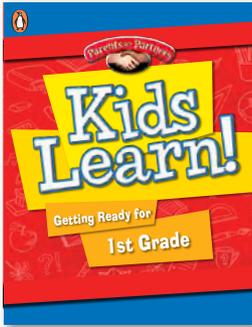
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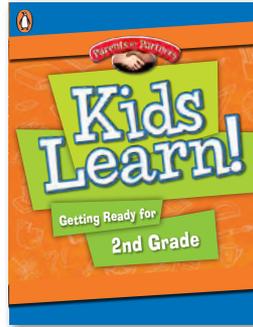
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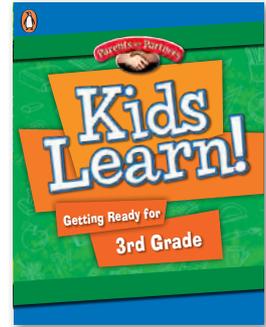
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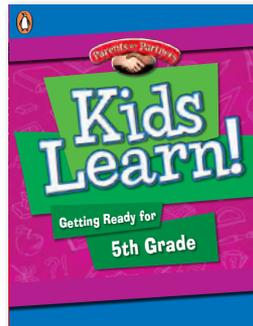
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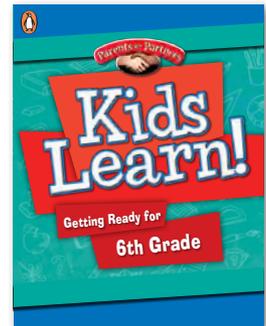
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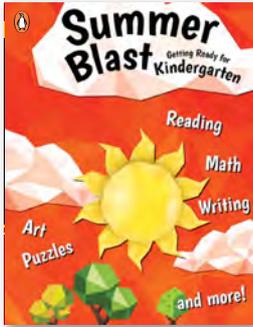
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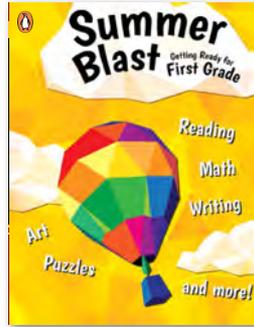
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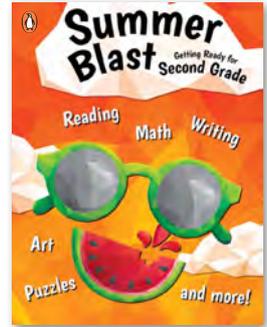
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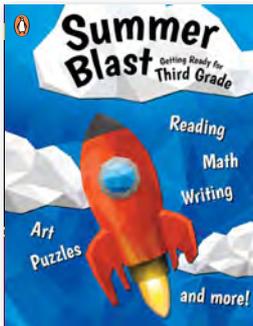
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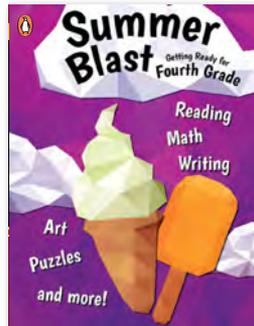
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Breeze through the summer with challenging and engaging activities.

No summer learning loss for your child! Keep important skills learned during the recently completed school year fresh in your child's mind, as he or she practices skills from grade to grade. The fun and challenging activities include independent practice as well as games for the whole family to enjoy!

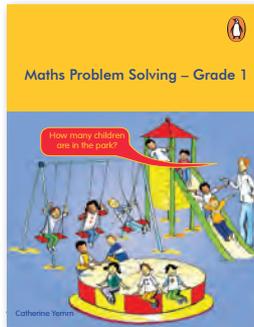
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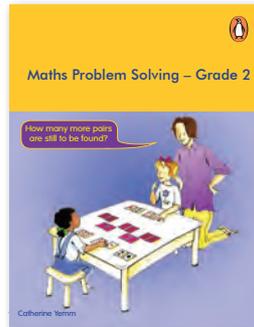
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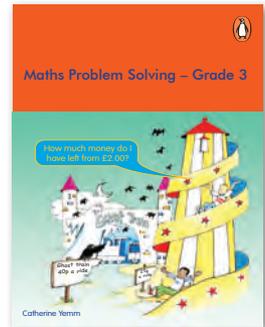
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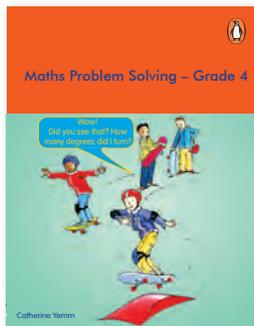
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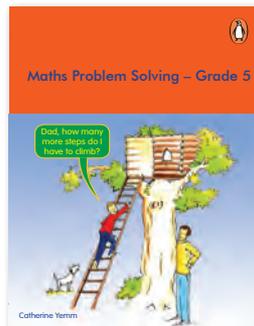
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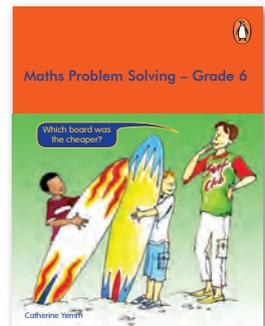
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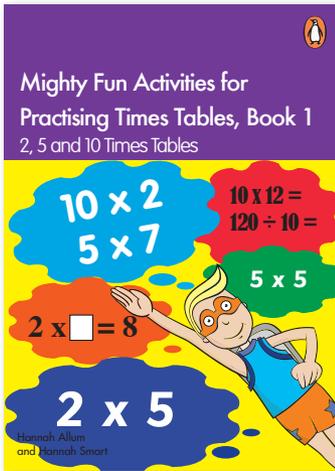
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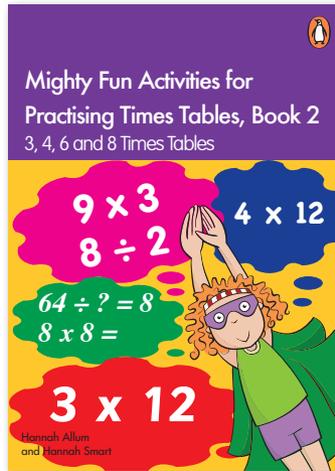
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Work with Superheroes to defeat the demon who wants to remove numbers from our world!

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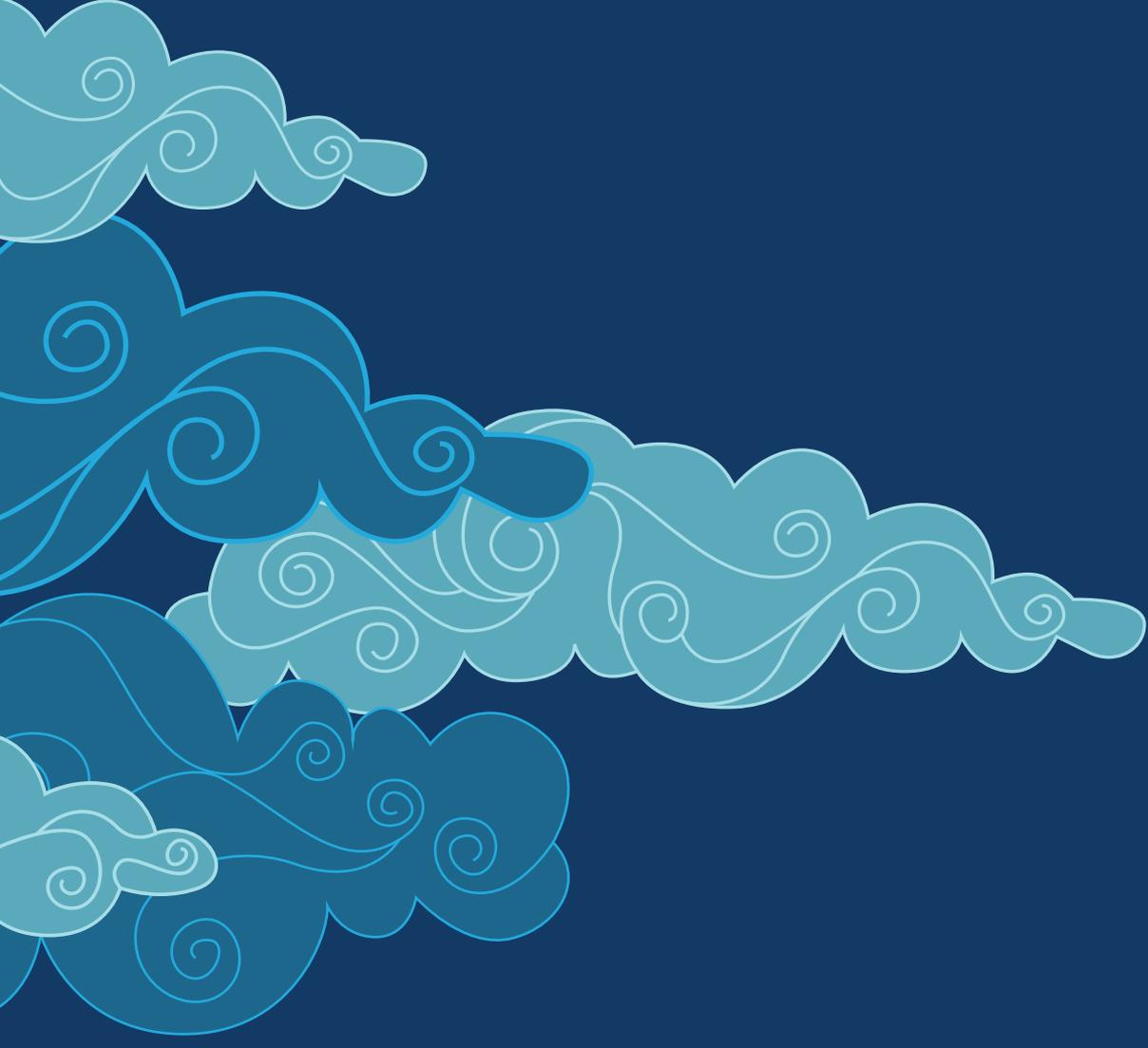
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Pub Month: June 2019

The Mighty Fun activities for *Practising Times Tables* series uses superheroes to motivate children to practise all of the skills needed to solve multiplication, division, and word-based times table problems. The books contain reproducible sheets and are designed to be used as flexible teaching aids. The mixed times table sheets at the back of the book allow children to apply the skills gained in learning individual tables, helping them work out for themselves which multiple facts and methods they need to use.

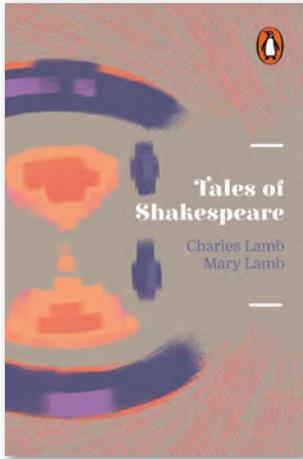


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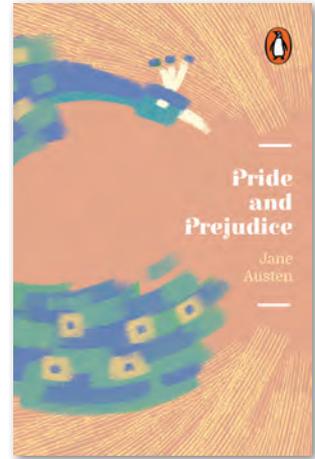
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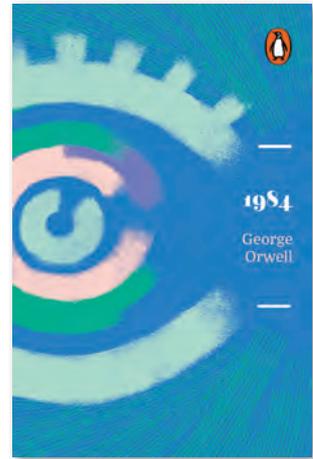


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