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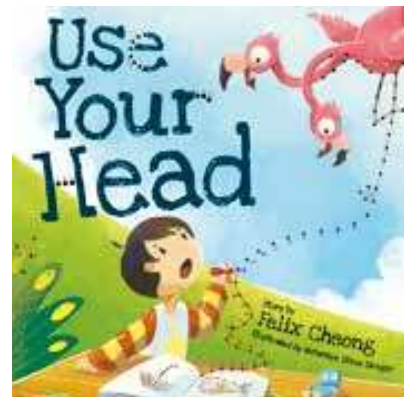
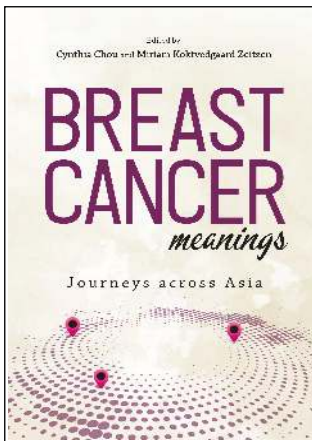
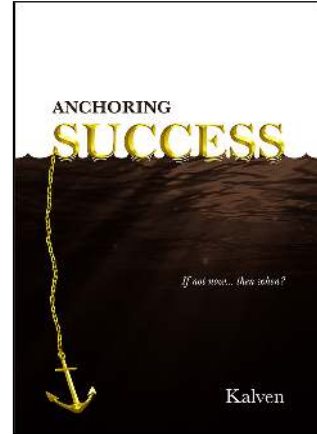
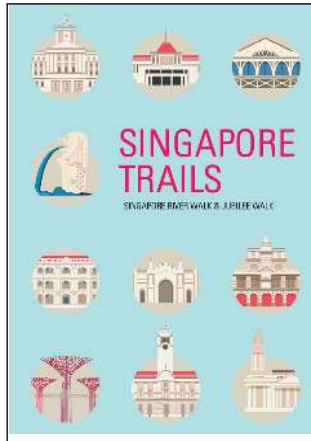
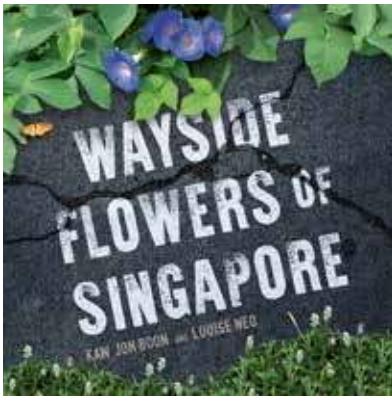
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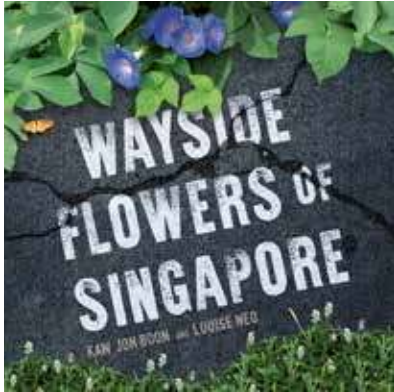
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A NEW BOOK FROM
Straits Times Press



Wayside Flowers of Singapore

By Kaw Jon Boon and Louise Neo

ISBN: 978-981-47-4791-2

Size: 210mm x 210mm
192 pp, limp cover

Retail Price: \$ 29.90
Special Price: \$ 25.42
(Valid till 29-Jun 2018)
Prices inclusive of GST

WAYSIDE FLOWERS OF SINGAPORE

Singapore has numerous wild plants that grow and flower freely in our city-state, adding colour and beauty to even the most urban and drab of areas. Yet, all too often, we walk past these common flowering plants without even noticing them. And when we do, we are able to name only one or two – perhaps the common touch-me-not, or the morning glory.

Here, then, is an easy-to-use guide to help the general public fully appreciate and put a name to the many wayside flowers of Singapore.

This book is in full colour, with excellent close-up photography for each flower, showing each species in close detail, so that its parts can be clearly seen. The book also shows the plant in its typical natural environment, be it up a wall or in a drain.



The flowers have been grouped by their predominant colour – blue, green, orange, pink, purple, white or yellow – making it easy for the user to locate the flower in the book.



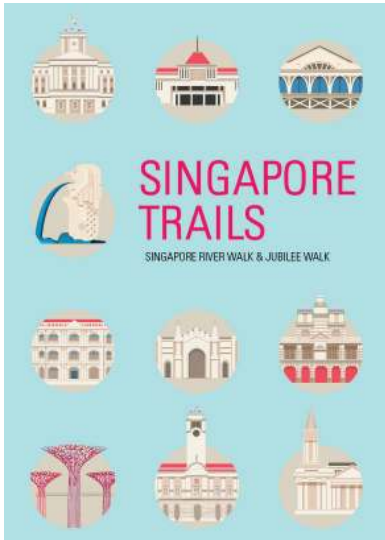
Other features:

- 160 species
- Both common and scientific names given and, where applicable, the 'local' (e.g. Malay or Chinese) name
- Distinctive features of each plant or flower described in clear and easy-to-understand terms
- Text may include interesting nuggets of information such as a plant's traditional uses or how it got its name
- With an introduction by Dr Wilson Wong, Deputy Director (Horticulture) & Curator (Palms, Shrubs & Ornamentals), Singapore Botanic Gardens, National Parks Board, and a long-time contributor to *The Straits Times*' weekly gardening column Root Awakenings
- Foreword by Professor Jean Yong, Professor of Horticulture at Sveriges lantbruksuniversitet (SLU, Swedish Agricultural University)

About the authors

Kaw Jon Boon was trained in graphic design and has a passion for capturing intimate images of nature through photography. Louise Neo conducts botanical research at the National University and has authored scientific publications on local flora.

A NEW BOOK FROM
Straits Times Press



ISBN: 9789814747790
Size: 148 mm x 210 mm (portrait),
limp with flaps and jacket
260 pp (full colour)

Retail Price: \$ 29.90
Special Price: \$ 25.42
(Valid till 29-Jun 2018)
Prices are inclusive of GST

SINGAPORE TRAILS

SINGAPORE RIVER WALK & JUBILEE WALK

Filled with evocative archival photographs and vivid snapshots of the modern city, **Singapore Trails: Singapore River Walk & Jubilee Walk** uncovers the island's rich past and vibrant present via two specially-curated walking trails.

This handy guidebook published by Straits Times Press and the National Heritage Board brings together two trails in the heart of the city: the **Singapore River Walk**, which traces Singapore's path from a bustling 19th-century port to a modern city, and the **Jubilee Walk**, created to mark key milestones in Singapore's nation-building as it celebrated its 50th anniversary of independence in 2015.

These storied paths take readers on a journey not simply through Singapore's civic district, but through her rich and multifaceted past.

With this guide in hand, tourists, foreign residents, and locals alike will enjoy finding out more about Singapore on foot.

Featuring:

- Hundreds of new and historical photographs
- Book jacket that doubles as a handy foldable map
- Detachable postcards of artworks of Singapore

Singapore River Walk

The Singapore River Walk takes you on a voyage through Singapore's development: from a 14th century kingdom, to a colonial port, to its modern-day transformation into a buzzing lifestyle district. The detailed guide covers everything from the river's bustling quays and bridges to the centres of commerce and community that have sprung up along its banks.

Jubilee Walk

The Jubilee Walk was created to commemorate Singapore's Golden Jubilee in 2015, with special trail markers lining the 8km route. The journey begins at Fort Canning and the National Museum, where traces of Singapore's earliest history remain, following on to the colonial buildings and museums of the civic district, and ending with the modern-day engineering feats that are Gardens by the Bay and the Marina Barrage.

The guidebook includes historical tidbits, little-known facts, and helpful information such as the addresses and opening hours of the many sights along the way.

National Heritage Board

The National Heritage Board (NHB) is a statutory board under the Ministry of Culture, Community and Youth. Its mission is to preserve and celebrate the shared heritage of Singapore's diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, and sets policies relating to heritage sites, National Monuments and the national collection. Through the national collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans.



Anchoring Success

ISBN: 9789811127847

Author: Kalven

Publisher: Kalven

Extent: 124 pages, paperback

Size: 148 x 205 mm

Genre: Self-help / Finance

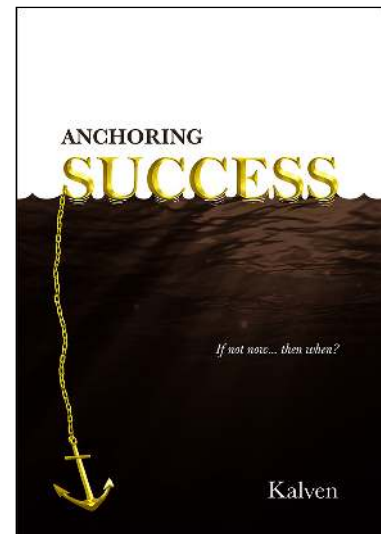
Availability: From 26 Feb 2018

Retail Price: \$ 24.65

Special Price: \$ 20.95

(Valid till 29-Jun 2018)

Prices are inclusive of GST



Synopsis

Success is an ethereal concept, never the same for two people and never easily reachable. It's a concept like a sand bank, continually shifting with changing tides. As we set out in a business career we have an idea of what we want to achieve, we think we know what success is, but as we begin to achieve our goals we begin to realise and visualise bigger things. What we thought was success is just a stepping-stone to greater achievements.

Is there a magic formula? Why do some have it but not others? Can it be acquired by anyone? There is a formula and it's not magic. And yes, it can be acquired by anyone.

In this little book, Venka, one of Singapore's most successful financial advisors and leader in the field of risk management, lays out his formula for achieving success. If you put into practice the advice he gives, you too will be able to count yourself a success.

BREAST CANCER MEANINGS

Journeys Across Asia

Edited by Cynthia Chou and Miriam Koktvedgaard Zeitzen

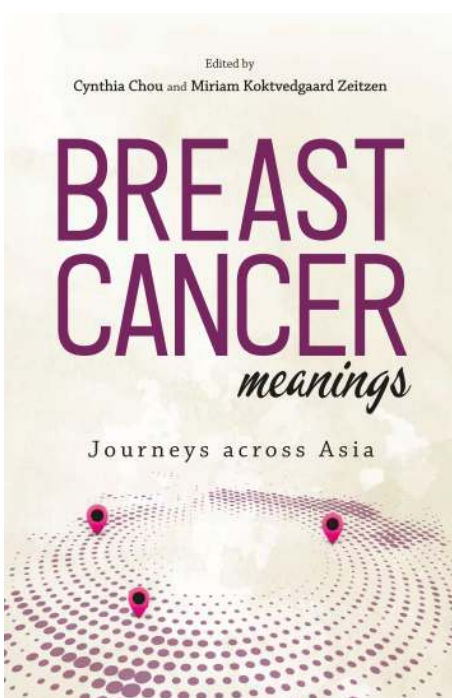
Breast cancer is now the most common cancer among women in most Asian countries. Many lives are at stake. Even in places where state-of-the-art medical services are available, thousands of women in Asia are dying of the disease largely due to late presentation compared to women in most Western countries. While much progress has been made in Western medical science to treat breast cancer, it appears that there are significant socio-cultural considerations and contexts in Asia that limit the efficacy of Western-based health-care methods.

This volume presents conversations across Asia with breast cancer patients, their caregivers, doctors, traditional healers as well as just ordinary men and women—all on the subject of breast cancer meanings. Through the stories as told by local peoples in Asia about how they think and talk about breast cancer, as well as how they respond to the disease, insights on breast cancer meanings emerge. These offer new understandings into how local contexts shape those meanings and life courses—and hopefully will help medical practitioners devise new strategies to combat the disease.

Author Information

Cynthia Chou is professor of Anthropology at the University of Iowa. She also holds the C. Maxwell and Elizabeth M. Stanley Family Chair in Asian Studies.

Miriam Koktvedgaard Zeitzen is Curator, Modern History and World Cultures, National Museum of Denmark. She has worked as a social and medical anthropologist in Southeast Asia for more than 20 years, focusing on polygamy, gender and health.



March 2018

ISBN: 9789814722827

Paperback

229 x 152 mm

256 pages

9 b/w images, 3 tables, 1 map,
6 figures

Asia; Medicine and Health Care

Retail Price: \$ 27.82

Special Price: \$ 23.65

(Valid till 29-Jun 2018)

Prices are inclusive of GST



Sorry, It's Not Too Hot to Wear a Suit

ISBN: 9789811156168

Author: Aden Liu

Publisher: Black Unicorn

Extent: 210 pages, paperback

Size: 128 x 198 mm

Genre: Self-help / Personal development

Availability: From 8 Feb 2018

Retail Price: \$ 26.75

Special Price: \$ 22.74

(Valid till 29-Jun 2018)

Prices are inclusive of GST



Synopsis

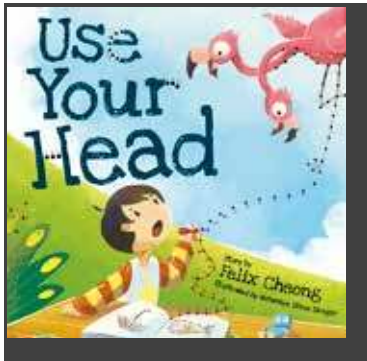
Ever wanted to be the best dressed gentleman in the room? You know you have.

This book is the cutting-edge debut of style aficionado Aden Liu and it will transform your perspective on men's styling and open doors you never knew existed. Read it to believe it. Read it before the other guy does.

In exquisitely crafted prose and a finely tailored tapestry of chapters, you will get your style tips and philosophies in true bespoke fashion. An undisputed page-turner and a rare original in its genre, this book will suit all men who want to look their very best.

This book is not a manifesto on wearing only suits, neither it is a charge against any particular trend. Rather it provides guys the right tools to share their concept on style and empowers men from all walks of life to find their groove - through the understanding of what style truly is and the appreciation of fine clothing.

A NEW
CHILDREN'S BOOK
FROM
Straits Times Press



Use Your Head
By Felix Cheong
Illustrated by Natassya Diana Siregar
ISBN: 978-981-4747-68-4
Size: 250mm X 250mm
36 pp, limp cover
Estimated weight: 180 grams
from February 2018

Retail Price: \$ 16.00
Special Price: \$ 13.60
(Valid till 29-Jun 2018)
Prices are inclusive of GST

USE YOUR HEAD

Award-winning Singaporean poet Felix Cheong is making his first foray into the creative and colourful field of children's illustrated story books with Straits Times Press, and what a delightful world he has created!

When young Kayden is told by his busy mother to use his head and think of something to do, he picks up his pencil to do a join-the-dots page in his activity book, and ends up tumbling into a land where friendly flamingoes welcome him with,

"We are never too busy for tea.

We have books laid out for three."

Written in simple rhyming couplets that young children of age four and above will enjoy reading aloud on their own, this whimsical and charmingly-illustrated book follows Kayden and his flamingo friends up a mountain and down under the sea, and then he's off in a hot-air balloon... until Mum is ready to play with him once more.

In Felix Cheong's words: "The use of poetic couplets is designed to help children engage with the sound of words, not merely their appearance on the page."

Use Your Head is also an interactive hybrid of an activity book and a picture book, where readers have to join the dots – just like Kayden! – on certain pages to complete the picture. At its heart, the story is about the power of the imagination being able to create worlds, and young readers are given the opportunity to experience that for themselves.

About the author

Fiction, non-fiction, two young adult novels and four collections of poetry – Felix Cheong's literary skills are impressively wide. His poems have also been featured in more than 30 anthologies. In addition to writing, he edits, teaches, has served as a judge for many literary competitions – most recently as Chief Judge (English Non-fiction category), 2016 Singapore Literature Prize – is an adjunct lecturer with several universities including Murdoch University in Singapore, and has been a workshop facilitator for institutions such as the National Arts Council and the National Book Development Council. He has taken part in literary festivals including Awesome Children's Festival, Perth, in 2015. He was the National Arts Council's Young Artist of the Year for Literature Award, 2000.

About the illustrator

Natassya Diana Siregar, a freelance illustrator, is a graduate of University of Indonesia and Nanyang Academy of Fine Arts. She has won Crowbar awards (organised by the Association of Accredited Advertising Agents Singapore) in the illustration and editorial publication categories.



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Anchoring Success	9789811127847		\$20.95	
Breast cancer meanings : journeys across Asia	9789814722827		\$23.65	
Sorry, It's Not Too Hot to Wear a Suit	9789811156168		\$22.74	
Use your head	9789814747684		\$13.60	
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