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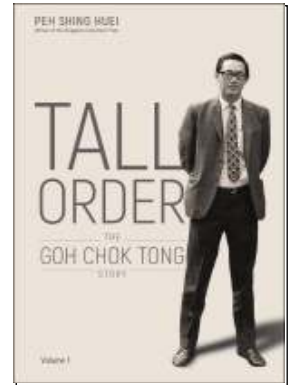
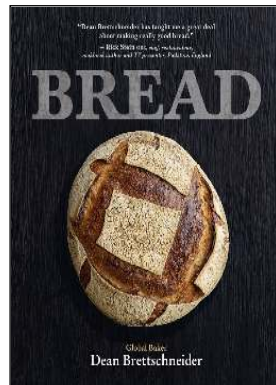
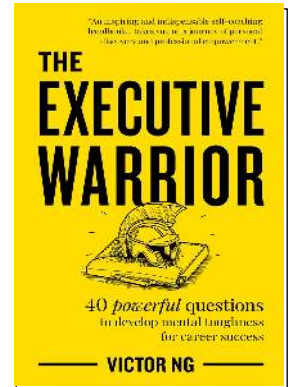
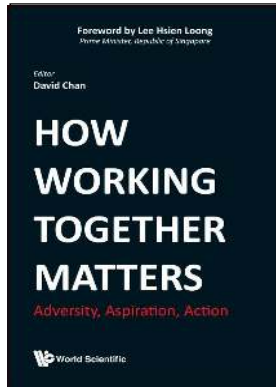
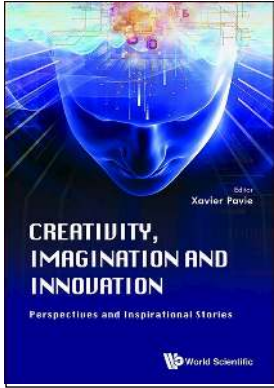
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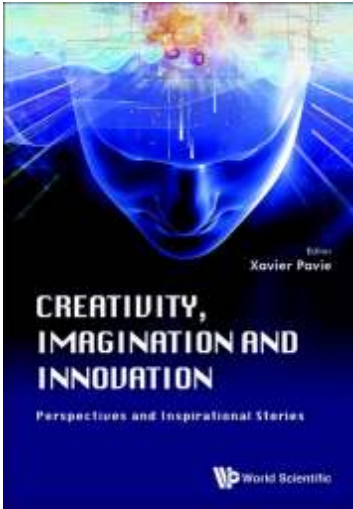
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Order Form



Creativity, Imagination and Innovation

Perspectives and Inspirational Stories

Edited by: **Xavier Pavie** (*ESSEC Business School, Singapore*)

World Scientific Publishing

360pp

978-981-3272-99-6

Release Date (Asia): Sep 2018

Retail Price: \$ 59.92

Special Price: \$ 50.93
(valid till 29 Mar 2019)

Prices are inclusive of GST



"All power to the imagination" is a famous slogan. This book confirms it is much more than just a slogan, showing how imagination can, in no uncertain way, be a reality. Some 40 outstanding personalities share their insights on their relationship with imagination in their respective fields of study. An astronaut, a philosopher, an environmental activist, a mathematician, an anthropologist, an actor, an astrophysicist, and even a singer — all share how they managed to unlock the power of their imagination to achieve extra-ordinary things.

This book is the collective work of men and women from wide-ranging backgrounds, each of whom has contributed to the advancement of our society, making this world more beautiful, just and humane through the power of their imagination. This is the first time an anthology has brought together the thoughts of such prestigious and world-renowned personalities. Through these unique, disruptive, powerful, energizing, often touching, and always very personal testimonies, this book seeks to offer inspiration for each and all of us, so that we too, can find the path to our own imagination.

Whether French, Chinese, English, Swiss, Canadian, American, Irish, Belgian, Danish, Algerian or Singaporean, these 40 thought-leaders share their vision of imagination through their personal journey and experience. They do not try to show us the path we must take, but rather invite us to follow our own. The diversity of the backgrounds and expertise of these world-renowned experts is what gives this mosaic of inspirational texts its rich meaning, a diversity which serves to underline what all these journeys and experiences have in common: how essential imagination is in building the society of tomorrow.

This anthology is edited by Xavier PAVIE, Professor at ESSEC Business School, Director of the iMagination Center, and Research Associate at the Research Institute in Philosophy of the University of Paris Nanterre (IREPH).

Key Features:

- A unique group of international experts in their respective fields
- A demonstration of the importance of creativity and transdisciplinarity to generate new disruptive ideas
- Unique, exclusive and inspiring testimonials for creative people as well as for leaders, students and curious people



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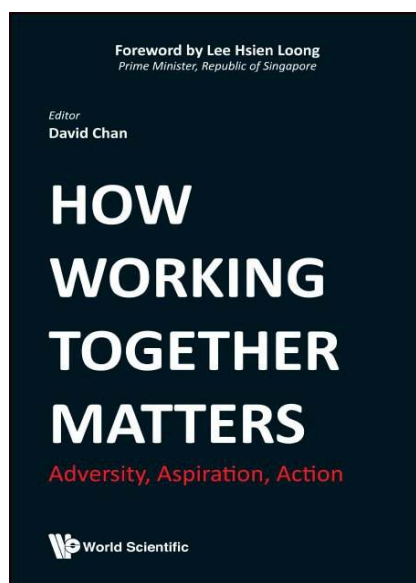
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Contents: Introduction: having the Taste for Imagining One's Life (*Xavier Pavie*); Acknowledgments; The Origins of the Universe (*Yves Coppens*); How Imagination can Shape the World (*Etienne Klein*); My Life as a Mathematician (*Cédric Villani*); Inspiration: Creativity and Context (*Mike Wood*); Interculturality and Transdisciplinarity (*Alvin Than*); Engaging Our Intelligence to Save Life on Earth (*Hubert Reeves*); The Yearbook Project (*Nathalie Joffre*); Biology, Ethics and Complexity (*Henri Atlan*); Theories of Evolution and the Mechanisms of Adaptation (*Pascal Picq*); Squatting and "Artivism" (*Gaspard Delanoë*); Conversations with a Punk (*Didier Wampas*); Shaping Imagination (*Marie-Paule Cani*); The Knowledge Economy: A Second Renaissance (*Idriss Aberkane*); Molar (*Patrick Roger*); Hearing Colors: My Life Experience as a Cyborg (*Neil Harbisson*); Creating is about being Generous (*Christine Ferber*); From the Vosges Forests to Starred Dreams (*Jacques Genin*); My Imagination Gives Me Wings (*Kathrine Larsen*); Chocolate (*Pierre Marcolini*); Art and Identity (*Alan Chong*); To Lead One's Life, An Act of Creation (*Eric Michel*); Conversation with An Inspired, Committed and Free Man (*Michael Lonsdale*); Giving One's Life a Meaning and Becoming One's Self (*Nicolas Huchet*); Meditation: Focusing on the Now (*Fabrice Midal*); The World Below Everest (*Yip Yew Chong*); Humanoid: Man vs Robots (*Nadine Thalmann*); Seeing with Our Mind's Eye (*Bridget Polk*); Welcome to Space (*Jean-Loup Chrétien*); Work: Always Sought-After, Often Endured (*Dominique Méda*); Leading Your Work and Your Life (*Desmond Kuek*); CRImagine (*François Taddei*); Global Warming at the Heart of our Development — From the Polar Regions to Public Life (*Jean Jouzel*); Follow Your Dreams, Even when the Going Gets Tough! (*Jean-Louis Etienne*); The Age of the Hummingbirds (*Pierre Rabhi*); A Chemist Cooking, Imagination Brought to the Kitchen Introducing Note-By-Note Cuisine: The Importance of Language for Imagination (*Hervé This*); Combining Life and Technology to Postpone Death: How Far are We Prepared to go? (*Laurent Alexandre*); Genomics and its Impact (*Liu*); In What World will We Be Living in 2030? (*Joël de Rosnay*); Upgrading Imagination (*Kevin Warwick*); The Disillusionment of Science (*Jacques Testart*);

Readership: Business professionals, managers involved in innovation and creativity, innovators, students and academics in business schools, and general public interested in innovation and creativity.





How Working Together Matters: Adversity, Aspiration, Action

November 2018

Pages: 160

Edited By: David Chan (SMU)

ISBN: 978-981-3278-40-0 (hardcover)

World Scientific Publishing

Retail Price: \$ 38.52

Special Price: \$ 32.74
(valid till 29 Mar 2019)

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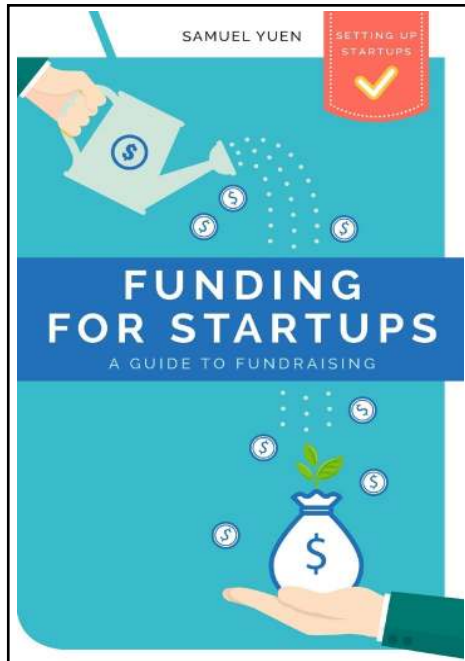


Foreword by Lee Hsien Loong (Prime Minister, Republic of Singapore)

This book is about the art and science of finding solutions to helping families in crisis, and making a real and lasting positive difference in their lives. It is about helping people in need, as well as lessons on adversity, aspiration and action when multiple different stakeholders work together in the helping process. The book is organised into two parts. Part 1 discusses the issues in an unprecedented real-life interim housing project in Singapore that helped families in crisis over several years. Part 2 contains chapters critically reflecting on the experiences and lessons learned from the helping process in this project. Collectively, the chapters in this book address salient questions on helping people in need and implications for building a strong Singapore society.

Contents:

- About the Editor
- About the Contributors
- Foreword by Prime Minister Lee Hsien Loong
- Preface by Professor David Chan
- The Art and Science of Finding Solutions to Families in Crisis: A Journey of Project 4650:
 - Project 4650 and Strengthening Support for Rental Communities (Desmond Lee)
 - Housing & Development Board (HDB) and the Interim Rental Housing (John Lim)
 - Multi-Stress Families in a "Homeless" Context: Journey towards Empowerment (Sudha Nair)
 - Lessons from Project 4650: Practice and Policy (John Lim, Sudha Nair & Stanley Fong)
- Helping Matters: Getting the Science and Practice Right (Mohamad Maliki Bin Osman, David Chan & Moliah Hashim)
- Critical Reflections on the Helping Process: Societal Progress and Social Assistance: The Singapore Context (Mohamad Maliki Bin Osman)
- From Differences to Determination: The Dynamics of Working Together in the Helping Process (Sudha Nair)
- Working Together Matters (David Chan)



FUNDING FOR STARTUPS

SAMUEL YUEN
MARSHALL CAVENDISH
140 x 215mm, PB
9789814828581
Published in Dec 2018

Retail Price: \$ 25.15

Special Price: \$ 21.38
(valid till 29 Mar 2019)

Prices are inclusive of GST

A research report in 2017 by the Startup Genome project, a US-based think-tank, stated that Singapore had overtaken Silicon Valley to become number one in the world for startup talent. With the Singapore government successfully rolling out innovative new policies to establish Singapore as an attractive location for setting up new startups, Funding for Startups is a timely book on how to raise funds for new startups. It covers areas such as the different approaches to fundraising, explains fundraising in phases, how to perfect a pitch to an investor, understanding the mindset of an investor, and handling negotiations in the fundraising process.

This is the first title in a new 3-book series to provide information and guidance on the essentials of setting up new startups. The second and third titles are:

- Managing Manpower for Startups
- Managing Legal Risks & Disputes for Startups



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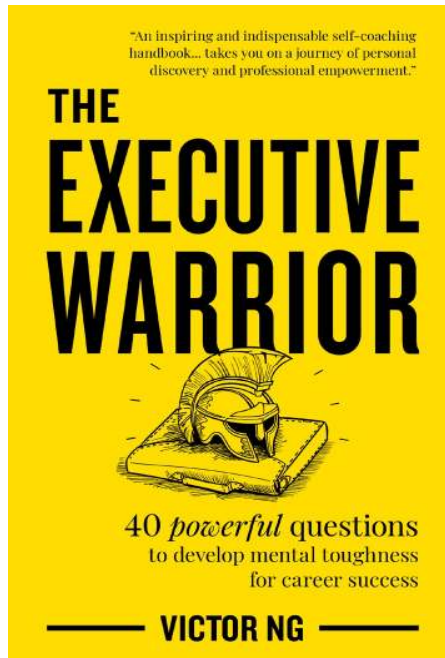
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THE EXECUTIVE WARRIOR

VICTOR NG

MARSHALL CAVENDISH

136 x 235mm, 240pp, PB

9789814841023

Published in Nov 2018

Retail Price: \$ 25.00

Special Price: \$ 21.25

(valid till 29 Mar 2019)

Prices are inclusive of GST



Many self-development books seem to have all the answers. This is one book that asks all the right questions and guides you to find your own answers – like how a personal coach would.

- What would you choose to work as if you had to do it for free?
- What task on your to-do list actually gets you closer to your dreams?
- How would you write your acceptance speech when you succeed?
- What would Liam Neeson do?

These strategic questions will make you think. Some may make you smile. All of them will help you up your game, discover new perspectives, unlock hidden potential, get “unstuck” on a problem, even get that promotion or big job.

Whether you’re a fresh school-leaver, ambitious young executive or seasoned corporate-world veteran, you’ll find the answers you’ve been seeking in this inspiring and indispensable self-coaching handbook

EARLY READERS (3-5 YEARS)

Produced by Pinkfong, the creators behind the viral Baby Shark song



PINKFONG ABC ACTIVITY BOOK

PINKFONG
MARSHALL CAVENDISH
215 x 280mm, 112pp, PB
9789814841245
Published in Nov 2018

Retail Price: \$ 21.29

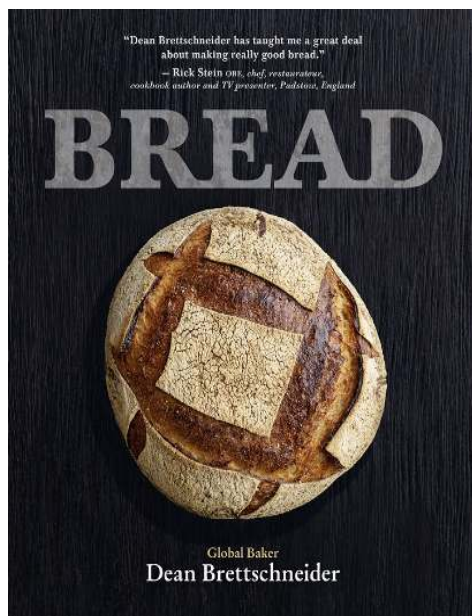
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The Pinkfong ABC Activity Book is filled with a host of activities including colouring, line tracing, matching, spot-the-difference, join-the-dots and mazes to make learning fun!

It is based on the award-winning and bestselling Pinkfong ABC Phonics Mobile App, downloaded more than 5 million times around the world.





BREAD

DEAN BRETTSCHEIDER

MARSHALL CAVENDISH

200 x 240mm, 208pp, PB

9789814841009

Published in Nov 2018

Retail Price: \$ 38.52

Special Price: \$ 32.74
(valid till 29 Mar 2019)

Prices are inclusive of GST

There is nothing quite like the taste and aroma of warm, fresh-out-of-the-oven bread baked in your own kitchen. In this irresistible collection of bread recipes from Global Baker Dean Brettschneider, you'll find breads to match any occasion—from savoury to sweet, healthy to festive. Whether you fancy a bagel or a baguette, sourdough or sticky buns, these delectable and easy-to-follow recipes are sure to become firm favourites.

Dean also shares his expert knowledge of how to make exceptional breads with detailed step-by-step instructions on artisan techniques, plus information on essential ingredients and equipment. You will be amazed at the quality, lightness, volume, flavour, crust and crumb of your bread after following Dean's recipes, tips and knowhow. Master the art of bread making with the Global Baker.



A NEW BOOK FROM
Straits Times Press



ISBN 978-981-4827-10-2
Size: 152 mm x 227 mm (portrait)
256 pp, soft cover with flaps
Estimated weight: 420 grams
Published in Dec 2018

Retail Price: \$ 29.90
Special Price: \$ 25.42
(valid till 29 Mar 2019)
Prices are inclusive of GST

SUNDAY EMAILS FROM A CHAIRMAN: VOLUME 5, 20TH ANNIVERSARY EDITION

LIEW MUN LEONG

In this book, Mr Liew Mun Leong, chairman of the Changi Airport Group and of urban and infrastructure consultancy Surbana Jurong Group, shares his thoughts on a wide range of topics, ranging from core values and leadership to the aviation industry.

Mr Liew spent 22 years in the public service developing Singapore's Changi Airport, military airports and establishments. He also spent 26 years leading 10 public-listed companies investing and developing real estates in Asia, Middle East, the UK and Europe.

This places him in an excellent position to discuss and dissect issues such as lessons learnt from his civil service days, innovation in public and private organisations, project management in Singapore, China's Belt and Road initiative, and his observations on working in China.

His writings are based on the emails that he regularly crafts on Sundays and that he sends to his staff — and which the public will now get the chance to read. Mr Liew also shares more personal thoughts, for example, on being inspired by art, on keeping himself fit, and on local hawker food.

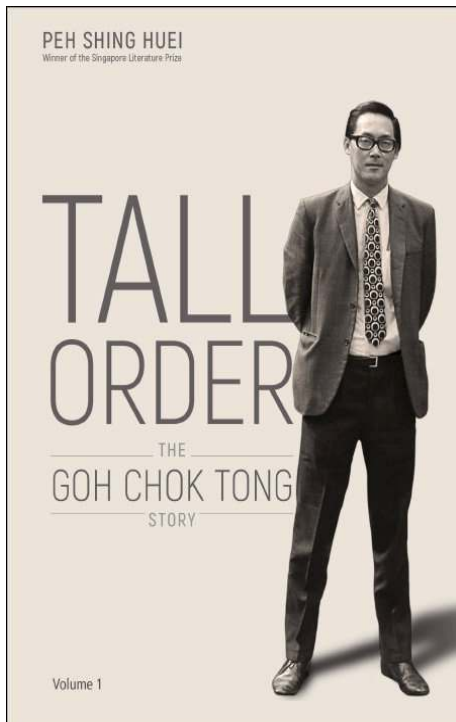
The book is divided into six main parts:

- 1) Core values, leadership and pragmatism
- 2) Changi Airport and the aviation industry
- 3) International perspectives
- 4) Engineering and Project Management
- 5) Personal reflections
- 6) Interviews with CNBC and Channel NewsAsia

The book is in full colour and contains many photographs such as of Mr Liew attending the Belt and Road Forum in Beijing in 2017 and the Jurong Rock Caverns, constructed below Jurong Island.

LIEW MUN LEONG | AUTHOR

Liew Mun Leong is chairman of the Changi Airport Group and of Surbana Jurong Group, an urban and infrastructure consultancy group. He sits on the boards of the Singapore Exchange, Singapore China Foundation and the Chinese Development Assistance Council. He chairs the Board of Temasek Foundation Nurtures and the Management Advisory Board of NUS Business School. In 2017, he was appointed as Pro Bono Provost's Chair Professor (Practice) in the Lee Kuan Yew School of Public Policy. He is a registered professional civil engineer and the author of four books, Building People: Sunday Emails from a CEO, vols. 1-3, and Building People Volume 4: Sunday Emails from a Chairman.



Tall Order

The Goh Chok Tong Story

Volume 1

By **Shing Huei Peh** (*The Nutgraf, Singapore*)

Release Date (Asia): Oct 2018

344pp

978-981-3276-13-0(pbk)

Retail Price: \$ 39.59

Special Price: \$ 33.65
 (valid till 29 Mar 2019)

Prices are inclusive of GST



"An inspiring and extraordinary story of an 'improbable politician', who rose to lead Singapore after the legendary Lee Kuan Yew. The biography offers invaluable insights into how Goh Chok Tong walked tall 'in his own shoes' overcoming challenges and defeating difficulties in the path of Singapore's consolidation. And how his strengths and values reflect and also reinforce those of Singapore. This volume whets our appetite for the second volume of the biography."

Narendra Modi
 Prime Minister of India

"Engaging and thought-provoking insights drawn from the leadership of one of Asia's most eminent statesmen. Emeritus Senior Minister Goh Chok Tong sheds inspiring light on the values, vision and valour of the new Singapore dream — both inclusive and sustainable — in our changing world."

Ban Ki-moon
 former United Nations Secretary-General

"Goh Chok Tong is a friend whom I cherish. But, more important than that, he has been instrumental in building a Singapore that is confident of its future at home, and respected widely overseas. Chok Tong views the world not only through the prism of what events mean for Singapore, but also what they presage for the wider world. In short, he is a true Statesman."

Sir John Major
 former Prime Minister of the United Kingdom

"Goh Chok Tong, both as Defence Minister and later the second Prime Minister of Singapore, was integral to the great success of that country since its foundation as an independent country. I knew him well in both capacities. His insights were always sharp, his commitment to the continued success of his country unconditional, and the importance he placed on close links between Australia and Singapore was never in doubt. I continue to value his friendship and opinion on contemporary issues."

John Howard
 former Prime Minister of Australia



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"*Tall Order, a biography of Goh Chok Tong, is a must-read for all who are interested in the modern political history of Singapore and political succession. A treasure trove of frank insights into the internal workings of cabinet and government decision-making, this book stands with the two volumes of Lee Kuan Yew's memoirs as major contributions to understanding governance and politics in Singapore. The full interviews with Goh make riveting reading.*"

Chan Heng Chee
Ambassador-at-Large of Singapore

"*Goh Chok Tong's life story firmly rebuts the adage that nice guys finish last. He is the Singaporean equivalent of Everyman — the honest, hardworking and congenial colleague or neighbour who does not intimidate you with his brilliance or oratory but is the decent bloke who's destined to succeed. With his authentic, unique and disarming style, and an incisive and decisive personality which belies his outward casualness, Goh Chok Tong has left his imprint on Singapore as its second Prime Minister. This book, full of personal insights and anecdotes, reflects the man and the leader.*"

Ho Kwon Ping
Executive Chairman of Banyan Tree Holdings

Goh Chok Tong was an improbable Prime Minister for an unlikely country. He had neither the connections nor the cunning to rise to the top, and was even once famously derided by his mentor Lee Kuan Yew for being "wooden" in his communication skills. Except for an imposing height most unusual in this part of the world, he was an ordinary man. He lost his father at a young age, lived in a two-bedroom public flat with his mother and four siblings and needed a government bursary to complete university.

Yet somehow he succeeded. *Tall Order* tells the extraordinary story of his life and career over half a century, revealing how Singapore's second Prime Minister rose through a combination of strength, wit and a political nous which many, including himself, did not know he had. In this first of two volumes, Goh navigated years of a challenging apprenticeship to Lee, scoring numerous policy successes but also suffering political blows and humiliation.

He was the man who first made Neptune Orient Lines, Singapore's national carrier, profitable, before entering politics. The stellar corporate stint was followed by his many novel policies and institutions that have since become household names in the country: Medisave, Total Defence, Residents' Committee and Nominated Member of Parliament. But the highlights were counterposed by setbacks, including overseeing the People's Action Party's first electoral defeat after independence at the Anson by-election.

In the hands of acclaimed author and journalist Peh Shing Huei, this authorised biography reveals the private deliberations and negotiations between Goh and Lee before the maiden leadership transfer of independent Singapore. *Tall Order* is the first biography of Goh. This riveting book offers rare insights into Singapore's biggest and most important political and economic stories.

Key Features:

- First biography of Singapore's second Prime Minister, Goh Chok Tong, offering insights into his life and career
- Rare private exchanges between Goh and Singapore's first Prime Minister Lee Kuan Yew, including the negotiations and discussions leading up to the country's first leadership transfer
- Illustrates how Goh Chok Tong chose a different style to govern Singapore and the challenges he faced in making a break from the past
- Contains a 32-page section of photographs revealing his early childhood years till his appointment as Singapore's second Prime Minister

Contents: Foreword by Goh Chok Tong; Timeline; Introduction; **The Young Goh:** The Coup; The Corporate Bureaucrat; **The Holy Order:** "Marine Palade"; The Magnificent Seven; Anson; **Building a Brand:** Reformer of Health; Striker Takes Charge; From Nanny to Buddy; Mr Porcupine; **Towards the Istana:** This is Me; Afterword by Goh Chok Tong; Acknowledgements; Photo Credits; Index;





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Sunday emails from a Chairman	9789814827102		\$25.42	
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