Promotion valid till 29th Sep 2017.
Click on image for book details.

1. Lee Kuan Yew: One Man's View of the World (paperback edition) - Lee Kuan Yew
2. Life is a Mixtape - Shan Wee
3. 99 Rules for new dads - Charmaine Leung
4. 17A Keong Saik Road - Koh Buck Song
5. Singapore is Not An Island: Views on Singapore Foreign Policy - Bilahari P S Kausikan
6. Sundays with Sumiko - Sumiko Tan
7. The M Quotient From Muar to Singapore: Extraordinary Stories of Resilience, Drive and Love - Lilian Low
8. Unquiet Kingdom: Thailand in Transition - Nirmal Ghosh
10. Puan Noor Aishah: Singapore’s First Lady - Kevin YL Tan
12. Sam: A Mother’s Journey of Faith - Lim Soo Hoon
13. Singapore is Not An Island: Views on Singapore Foreign Policy - Bilahari P S Kausikan
14. Sundays with Sumiko - Sumiko Tan

Order Form
Brand Singapore (2nd Edition)

Nation branding after Lee Kuan Yew,
in a divisive world
By KOH Buck Song
ISBN 978 981 4779 24 1
Publication date May 2017
Retail Price *S$25.00
Special Price *S$21.25 (valid till 29th Sep 2017)
*Prices are inclusive of GST
Format 130 x 198 mm / 240 pp / paperback
Imprint Marshall Cavendish Editions

About the Book
Without nation branding, there would be no Singapore.
Reputation is precious. Top talent and hot money gravitate only to the
most attractive, respected nations. For a country as small and as young as
Singapore, its brand is its most valuable asset.
Singapore’s stunning ascent from Third World to First World in a matter
of 30 years was spearheaded by a concerted, closely-coordinated programme
of nation branding. Brand Singapore helped to attract the investments,
business, trade, tourism and talented human resources that are the lifeblood
of a successful nation. Today, the city-state is known internationally as a
dynamic, safe, corruption-free place to do business, a Garden City, and
increasingly, a vibrant city of culture and the arts. In global surveys of quality
of life, Singapore regularly tops the charts.
How did Singapore create this country brand, cultivate and guard it, sell
it to its “shareholders”, and make it known to the world? Drawing on two
decades in the nation branding game, Koh Buck Song offers an illuminating
inside look at – and candid critique of – a country brand that is as rich in
resource as it is potent with promise.
Since the first publication of this book in 2011, Singapore has celebrated
its golden jubilee of independence, undergone a watershed general election
and the death of founding father Lee Kuan Yew, and seen its nation brand rise
and fall amid the disruptions of an increasingly divisive world (Brexit, Trump,
China, etc). This timely second edition explores the implications of all these
factors on Singapore’s future.

About the Author
Koh Buck Song has worked on the nation branding of Singapore
in various capacities, from global investment promotion and public
policy to enhancing the quality of life and projecting “soft power”.
This 2nd edition of Brand Singapore is his 29th book as author/editor.
Lee Kuan Yew: One Man’s View of the World
Paperback edition

With over 100,000 copies sold in hardcover since its publication in 2013, the geopolitical insights of Singapore’s late founding Prime Minister Lee Kuan Yew are as trenchant and relevant as ever amid the societal and political upheavals of today.

Now released in paperback, the book features a new postscript by The Straits Times editor-at-large Han Fook Kwang, reflecting upon the changes that have unfolded since Lee first made his incisive observations.

Born in 1923, Lee spent a lifetime being intimately involved in international affairs. He met every major Chinese leader from Mao Zedong to Xi Jinping and hobnobbed with American presidents from Lyndon Johnson to Barack Obama.

In this book, Lee draws on that wealth of experience and depth of insight to offer his views on today’s world and what it might look like in 20 years. In this broad-sweep narrative that takes in America, China, Asia and Europe, he parses their society, probes the psyche of the people and draws his conclusions about their chances for survival and just where they might land in the hierarchy of tomorrow’s balance of power. What makes a society tick? What do its people really believe? Can it adapt?

In spare, unflinching prose that eschews political correctness, he describes a China that remains obsessed with control from the centre on its way to an unstoppable rise; an America that will have to share its pre-eminence despite its never-say-die dynamism; and a Europe that struggles with the challenges of keeping its union intact. His candid and often startling views – on why Japan is closed to foreigners, why the Arab Spring won’t bring one man, one vote to the Middle East, and why preventing global warming is not going to be as fruitful as preparing for it – make this a fresh and gripping read. Lee completes the book by looking into the future of Singapore – his enduring concern – and by offering the reader a glimpse into his personal life and his view of death. The book is interspersed with a Q&A section in each chapter, gleaned from conversations he had with journalists from The Straits Times.

Contents: China—A strong centre • America—Troubled but still on top • Europe—Decline and discord • Europe—Decline and discord • Japan—Strolling into mediocrity • North Korea—A grand hoax • India—in the grip of caste • Malaysia—A different path • Indonesia—Moving away from the centre • Thailand—An underclass stirs • Vietnam—Locked in a socialist mindset • Myanmar—The generals change course • Singapore—A nation at a crossroads • Middle East—A spring without a summer • Global Economy—What next? • Energy and Climate Change—Preparing for the worst • Personal Life—Choosing when to go • Conversations with an old friend

The Author: Lee Kuan Yew was born in 1923 when Singapore was part of the British Empire and came to adulthood when the Japanese invaded and named the island Syonan-to. After the Second World War, he went on to Cambridge University where he got a double-starred First in law. He became Singapore’s first prime minister in 1959, when Singapore was self-governing, and led the country to full independence in 1965. He is credited with leading Singapore from the Third World to the First, turning a trading outpost into a global metropolis known for its efficient and non-corrupt system of governance. After stepping down as prime minister in 1990, he stayed on in the Cabinet as senior minister and minister mentor until 2011. His death in 2015 drew condolences from global leaders, past and present.
### About the Book

*Mummy, why do you always have to leave for 17A…*

17A Keong Saik Road recounts Charmaine Leung’s growing-up years on Keong Saik Road in the 1970s when it was a prominent red-light precinct in Chinatown in Singapore. An interweaving of past and present narratives, *17A Keong Saik Road* tells of her mother’s journey as a young child put up for sale to becoming the madame of a brothel in Keong Saik. Unfolding her story as the daughter of a brothel operator and witnessing these changes to her family, Charmaine traces the transformation of the Keong Saik area from the 1930s to the present, and through writing, finds reconciliation.

A beautiful dedication to the past, to memory, and to the people who have gone before us, *17A Keong Saik Road* tells the rich stories of the Ma Je, the Pei Pa Zai, and the Dai Gu Liong—marginalised, forgotten women of the past, who despite their difficulties, persevered in working towards the hope of a better future.

### About Charmaine Leung

Charmaine is a Singaporean writer who has lived in Hong Kong for 15 years. She first became passionate about the literary arts while working as a theatre manager in the 1990s. Charmaine’s profession as a marketer and market researcher requires her to work with various cultures and engage people from all walks of life, further fuelling her interest in other cultures and societies. Her literary work focuses on human relationships, and the dynamics in these relationships brought about by change in societies.

When she is not writing or working, Charmaine is a curious traveller who enjoys roaming the globe to capture landscapes and communities through photography in off-the-beaten tracks like Tibet, Taklamakan Desert, and Madagascar.
99 RULES FOR NEW DADS

In this humorous, tongue-sometimes-in-cheek book, radio deejay Shan Wee, dad to two young boys, dispenses wisdom about fatherhood.

Well, maybe not so much wisdom as his two cents’ worth on being a dad: 99 rules such as Newborn babies are boring and Do not ever refer to your pregnant wife as big.

The rules, as he himself says, are “not based much on scientific study”. All he can offer “is the experience of a dad who, like all dads for thousands of years, has just been making it up as he goes along”.

But this dad also has tips and tricks to share, such as how to get your food-hating kid to eat. And at the end of the day, he reminds readers, accept that being a dad is now your Number 1 job. A perfect message for Father’s Day!

The book is divided into seven main sections:

• Pregnant Days
• Year 1
• Travel and Logistics
• Sleeping and Eating
• Play
• Learning and Discipline
• Mum and Dad

The full-colour book is filled with amusing personal anecdotes and glimpses into the author’s family life and includes photographs of him, his sons and his wife.


Endorsement on back cover:
“HILARIOUS! But completely TRUE. This book is a must-have for all new parents...” - Beatrice Chia-Richmond, theatre director and mother
Life is a Mixtape
by Ignatius Low

“This collection is a magnificent necklace, every article in it, a pearl. Ignatius embraces local life to the max, but keeps an eagle’s perspective. Jolting our memories at every turn, we will appreciate ourselves differently afterwards.”
- Otto Fong, author, cartoonist, playwright and blogger

“From a flood of memories and pop culture commentaries to national issues, his essays are articulate, warm and relatable to the times that defined us. Re-reading his columns in this collection thrills like a long overdue meeting with a confiding friend. Insightful, occasionally poignant but never without humour. Life is a Mixtape is a charmer.”
- Ng Peng Hui, managing director, Warner Bros Singapore

When Ignatius Low quit his civil service job and joined The Straits Times as a business reporter in 1999, never in his wildest dreams would he have thought that he would end up writing fortnightly personal columns in the Sunday newspaper on music, love, life and his many trivial obsessions.

Life is a Mixtape is a collection of his best columns from over more than a decade, telling the story of a Singapore boy who grew up in the ‘80s. From pirated cassette compilations to secondhand vinyl records, shady Sim Lim Square shops to Zouk’s dancefloor, Ignatius takes readers on a nostalgic tour of familiar memories. He muses about old friends and growing relationships, ponders Singapore society and the meaning of travel – and waxes lyrical about Bras Basah’s bookstores, a history of Nokia phones, and the annual Club 21 sale.

The Author

Ignatius Low spent 17 years at The Straits Times, first as a finance correspondent and later as Money Editor, Sunday Times Editor, News Editor and Deputy Editor. In 2005, he wrote his first personal column and over the next decade, became a regular columnist in the Life section of The Sunday Times.

He studied at Catholic High School and Hwa Chong Junior College before going to Oxford University on a Singapore Government scholarship. Prior to joining the paper in 1999, he spent four years in Singapore’s Administrative Service. Ignatius left the newsroom in late 2016 and is now the head of media solutions at Singapore Press Holdings. He still writes occasional columns in The Sunday Times.
PUAN NOOR AISHAH: SINGAPORE’S FIRST LADY

Noor Aishah Mohammad Salim was all of 26 years old when she became Singapore's first First Lady in 1959 as the wife of Yusof Ishak, Singapore's Yang di-Pertuan Negara and later first President. Puan Noor Aishah: Singapore’s First Lady tells the story of how this shy, quiet girl who grew up in Penang was catapulted into the public limelight and into the role of ‘mother’ to a new state and nascent nation.

Filled with a wealth of archival and private photographs, many of which have never been published before , Puan Noor Aishah: Singapore’s First Lady traces the lives of both Yusof Ishak and Noor Aishah: from their younger days before and after the Second World War, to their first meeting in 1949, their happily married life in Kuala Lumpur, and then Yusof Ishak's call to duty in 1959, when he became Singapore's Head of State — and Noor Aishah became the first First Lady.

Not naturally predisposed to socialising, Noor Aishah had not been prepared nor groomed for a role in public service, but no one could have guessed. She learnt quickly, instinctively understood what was required of her and set the tone for all First Ladies to come. Her warm and sincere personality endeared her to all who came into contact with her, and before long, she became the epitome of all that was good and gracious in Singaporean public life.

Contents

1. Growing Up
2. The Japanese Occupation and After
3. Yusof bin Ishak
4. ‘Meeting’ and Marrying Yusof Ishak
5. Life with Yusof Ishak
6. Breaking with Utusan Melayu
7. A Call to Duty
8. Settling into a New Home
9. Becoming the First Lady
10. Pilgrimage to Mecca
11. Last Days at the Istana
12. From First Lady to First Citizen

The Author

Kevin YL Tan is a legal scholar and historian. He has written and edited over 40 books on the law, history and politics of Singapore. From 2001 to 2011, he was President of the Singapore Heritage Society and currently serves as the President of the International Council on Monuments and Sites (ICOMOS) Singapore. Kevin is Adjunct Professor at both the Faculty of Law, National University of Singapore and at the S Rajaratnam School of International Studies, Nanyang Technological University.
Remembering S R Nathan: A Mentor for All Seasons is a collection of essays commemorating the life of Singapore's sixth President, the late Mr S R Nathan. The book aims to give greater insights into the wide-ranging roles he had in his various contributions to Singapore. It reviews his leadership and influence, his distinguished civil service career, and his commitment to social service. The organisation of the sections in the book reflects the extensive footprints Mr Nathan has left in many different sectors: foreign service; security and intelligence; community building and social welfare; labour and trade unions; media; and research and academia. This book also contains views on his remarkable career from foreign observers. Other contributors include public servants, policymakers, and scholars who have worked with him, learned from him, and who were inspired by his lifelong dedication to Singapore. Told through the voices of these people, Remembering S R Nathan: A Mentor for All Seasons gives an informative, and yet, personal account of Mr Nathan as a leader and mentor.

Key Features:

- In contrast to his personal memoirs, this book emphasises Mr Nathan's unique and steadfast role as a mentor to various individuals and groups, highlighting his unwavering dedication to Singapore's development and progress
- Contributors include Singapore's top political leaders and public officials, community leaders, media veterans, foreign dignitaries, and members of the academic community
- The storytelling format of the contributions in this edited volume makes the book accessible for the general audience

Contents:

- Message (K Shanmugam)
- Foreword: Remembering S R Nathan (Eddie Teo)
- Preface: Man of Guts, Instinct & Tenacity (Ong Keng Yong)
- Introduction: A Mentor for All Seasons (Mushahid Ali and Kumar Ramakrishna)
- Remembrances: Eulogy (Lee Hsien Loong); Eulogy (Vivian Balakrishnan); Tribute from National Trade Union Congress (NTUC) (Mary Liew and Chan Chun Sing); Eulogy (Tommy Koh); A True Friend (Zainul A Rasheed); Lifelong Mentor and Friend (S Chandra Das)
- Views From Abroad: The Unassuming Statesman (C Uday Bhaskar); In Memoriam: President S R Nathan, a Friend of Indonesia (Jusuf Wanandi); S R Nathan: A Friend in Deed (Kalimullah Hassan); S R Nathan's Academic World (Paul Evans); Condolence Messages from Southeast Asia; Pictures; Reflections; Foreign Service: The MFA Years (Barry Desker); Boss, Mentor, Friend (Calvin Eu); Calm and Cool Leader (A Selvarajah); S R Nathan: Mentor with a Heart (Seetoh Hoy Cheng); S R Nathan: The Thought Leader (S Gopinath Pillai)
- Security and Intelligence: S R Nathan and His Leadership: Role in the Laju Affair 1974 (Tee Tua Ba); Social Service and Community Building: Champion of Social and Community Service (Jennie Chua); Lessons I Learnt from Five Decades of Interaction with the Late Mr S R Nathan (K Kesavapany); A People's President Who Inspired Singaporeans to Build a Better World (Jean Tan)
- Labour and Trade Unions: Union Befriender, Media Rescuer (Peter H L Lim); Stabilising Industrial Relations (Tan Ming Hui and Stephanie Neubronner)
- Media: Diplomat and Media Boss Who Would Be President (Yang Razali Kassim); Bridging Media and Government: S R Nathan's Unique Role (Han Fook Kwang)
- Research and Academia: A Man for All Seasons (Kumar Ramakrishna); S R Nathan and the Institute of Defence and Strategic Studies (IDSS): The Formative Years (Ang Cheng Guan); Nurturing Young Scholars (Joseph Chinyong Liow, Bernard Loo, and Bhubhindar Singh)
Monday, 6 September 2004, turned out to be one of the most harrowing days for our family.

So begins Lim Soo Hoon’s journey as she discovers that her elder son, Sam, is suffering from Hodgkin’s disease, a cancer of the lymphatic system.

Over the course of two years, amidst numerous trips to the hospital and the everyday details of Sam’s treatment, Soo Hoon wrote a fiercely honest series of updates to family and friends, chronicling her struggles and deepest fears.

This book is a story of unexpected blessings and small mercies, of how faith can sustain us when hope seems most unlikely, and is a testament to the redeeming power of personal belief and familial love.

Sam: A Mother’s Journey of Faith was first published in 2006 and reprinted twice in that year. This edition contains a 2017 preface by the author and an update on Sam, who is now a trained teacher in a secondary school, teaching English Literature and English.

All royalties from the book go to the Singapore Cancer Society.

About the author:
Lim Soo Hoon is Permanent Secretary (Performance) at the Ministry of Finance. She has served with the Civil Service for over 36 years.
SINGAPORE IS NOT AN ISLAND
VIEWS ON SINGAPORE FOREIGN POLICY

“Diplomacy is not about being nice, polite or agreeable. It is fundamentally about protecting and promoting the country’s interests, preferably by being nice but, if necessary, by other appropriate means.”

—Bilahari Kausikan

Small states are always vulnerable. It is this sense of vulnerability that keeps Singapore alert. As a small country in Southeast Asia seeking to survive and prosper, Singapore cannot be ordinary. It must be extraordinary. Otherwise, why would anyone want to deal with Singapore rather than with larger countries? Herein lies the central challenge for Singapore in every area, including foreign policy.

Singapore is Not An Island: Views on Singapore Foreign Policy is a compilation of essays and public speeches by Bilahari Kausikan over the last 25 years. His is a frank and dispassionate assessment of the geopolitical realities to date, and the uncertainties that have emerged. It is for anyone interested to know about protecting Singapore’s interests, nicely or otherwise, in a rapidly changing and complex world.

The book, to be launched on 21 June 2017 by Professor S Jayakumar, will be supported by an aggressive print advertisement campaign in The Straits Times, Business Times and The New Paper from 22 to 30 June 2017.

“Bilahari is one of the finest minds in Singapore's public service. His unvarnished analysis of foreign policy trends is refreshing as are his thoughts on what they portend for Singapore. This collection should interest anyone who seeks an insight to Singapore's foreign policy.”


About the Author | Bilahari P S Kausikan is a veteran Singapore diplomat who retired in 2013, after serving in the Ministry of Foreign Affairs (MFA) for 32 years. He was Second Permanent Secretary and subsequently Permanent Secretary of MFA from 2001 to 2013. He is now Ambassador-at-Large. Bilahari is known nationally and internationally for his strategic analyses, and has a following in international foreign policy circles. He has also established a reputation in social media circles, especially among young Singaporeans.

About the Editor | Tan Lian Choo joined The Straits Times in 1973 and later reported extensively on Southeast Asia. Winner of the Asia Press Foundation Mitsubishi Asian Journalist of the Year 1984, she was conferred the 1990 Asean Award for Communication for her outstanding achievements and contributions to journalism. In 1995, she joined MFA, serving as the ministry’s first Director of Public Affairs, Spokesperson for the Ministry and Press Secretary to the Foreign Minister. Her latter overseas diplomatic assignments included being Singapore’s Permanent Delegate to UNESCO in Paris (2007–2009) and Head of Mission, Singapore Embassy in Brasilia, Brazil (2012–2015). She retired from the Singapore Foreign Service in 2015.
Sundays with Sumiko
by Sumiko Tan

Sumiko Tan wrote her first personal column as a young reporter in 1994. Over the next 22 years, her fortnightly column in The Sunday Times gathered a faithful readership and made her a household name. With heartfelt honesty, her columns chronicled the ups and downs of singlehood, working life and, when it finally happened when she was 46, married life.

Sundays with Sumiko is a collection of her most representative columns over the past two decades, exploring family, love, friends, career, dogs, death, and marriage.

The book follows Sumiko’s journey from horizon-broadening travels and singlehood woes of the Nineties, to musings about romance and ageing in the Noughties, to an exciting reunion with a junior college friend that culminated in marriage. In the last section of the book, Now, Sumiko explores married life, negotiates her new role as a stepmum, and reaffirms the importance of everyday moments of happiness. Her columns also explore the lighter side of things: whether it is learning to swim as an adult, waxing nostalgic about Yaohan supermarket, finally getting Lasik eye surgery, or the woes of having different air-conditioning preferences from her husband.

The Author
Sumiko Tan was born in Singapore and is of Chinese-Japanese parentage. She is currently the executive editor of The Straits Times. She joined the newspaper in 1985 after graduating from the National University of Singapore with a degree in English and English literature. She has written for and edited various sections of the paper, including the political desk, Life, newsdesk and The Sunday Times. She also led the effort to integrate the print and digital operations of the newsroom.

She started a fortnightly column in The Sunday Times in July 1994 and maintained till October 2016. She has also written over a dozen books including the history of the Singapore Parliament and co-authored a book on the late Senior Minister Lee Kuan Yew. She is married to a former junior college friend with whom she reconnected with after 30 years.
The M Quotient
From Muar to Singapore: Extraordinary Stories of Resilience, Drive and Love

ISBN: 9789811131431
Author: Lilian Low
Foreword by Professor Tommy Koh
Publisher: Write Editions
Date of Publication: 29th May 2017
Extent: 292 pages, paperback
Size: 152 x 228 mm
Genre: Lifestyle / Biography (History)
Retail Price: *$ 34.24
Special Price: *$ 29.10
(valid till 29th Sep 2017)
*Prices are inclusive of GST

Synopsis

This book celebrates the lives of 13 prominent personalities who had migrated from the small town of Muar in the Malay peninsula to Singapore, where they were able to pursue their dreams and attain prominence. They include the late former President of Singapore S R Nathan, renowned architect Liu Thai Ker, historian Chiang Hai Ding and his dramatist brother, Michael Chiang, and leading psychiatrist Professor Kua Ee Heok.

The author tells the fascinating stories of her fellow Muarians who shared the same unique Muar spirit, culture and values – the M Quotient – that were to serve them well in their later years as they went on to achieve noteworthy success in their chosen fields. This book extols their resilience and perseverance, which saw them through great odds in life.
UNQUIET KINGDOM
THAILAND IN TRANSITION
by NIRMAL GHOSH

From exuberant rallies on Bangkok’s shopping streets to tear-gas-filled alleyways echoing with gunshots, from democracy-debating farmers to kitten-fostering Buddhist nuns, **UNQUIET KINGDOM** is a gripping portrait of Thailand’s many faces, revealing the complexities of a country that is far more than its tranquil tourist-brochure stereotype.

When the beloved King Bhumibol Adulyadej died in October 2016, a nation united in mourning. Yet the decade or so before had been one of prolonged turmoil, with red-hot clashes at the gates of government and bloody encounters in the jungles of the south.

Coinciding with a dramatic rise in online activism and social media use, the tumult spurred a new political awareness that cast a light on the country’s internal contradictions, exposing the fault lines of an essentially feudal nation in extended and halting transition to egalitarian democracy.

The period saw the army return to power with two coups d’état. It saw five elections – two failed and three successful – and seven prime ministers. It saw street battles in Bangkok; a still ongoing armed insurgency in the deep south; and the great flood of 2011.

Veteran journalist Nirmal Ghosh takes readers past the serene facade of Thailand’s steadily-cruising economy and undaunted tourism industry. He exposes the uncertainty of a country in the throes of transition, a deeply-divided land that has just lost a father. The military seems resolved to clamp the lid on a restless country – but how long it can do this remains an open question.

As Thailand Correspondent for The Straits Times since 2003, Nirmal witnessed at close range the high-stakes power games that at times threatened to tear the country apart. He dodged bullets on Bangkok’s streets, spoke to generals by barricades, and sat down with fishermen, farmers and prime ministers alike. **UNQUIET KINGDOM** is an account of what he experienced from that ringside seat.

**THE AUTHOR**
Nirmal Ghosh, a Foreign Correspondent for The Straits Times since 1994, has lived in Singapore, Manila, New Delhi, and Bangkok where he spent 13 years, first as Thailand Correspondent and then as Indochina Bureau Chief covering the region. He is currently United States Bureau Chief, based in Washington, DC. This is his fourth book.
Your Plan for Natural Scoliosis Prevention and Treatment
4th Edition

ISBN: 9789810995805
Author: Dr Kevin Lau
Publisher: Health in Your Hands
Date of Publication: 29th May 2017
Extent: 388 pages, paperback
Size: 176 x 251 mm
Genre: Self-help / Health

Retail Price: *$ 58.85
Special Price: *$ 50.02
(valid till 29th Sep 2017)
*Prices are inclusive of GST

Synopsis

Treat Scoliosis Naturally Without Bracing or Surgery!

With all the misinformation from “experts” and countless guides available online about scoliosis, it can be easy to get lost in the thousands of suggested treatment options and plans.

In this book, you’ll discover the unvarnished truth about scoliosis. Dr. Lau delivers the latest facts with unquestionable accuracy, all while completely demystifying preconceived notions that proper spinal alignment is inaccessible without surgery. Dr. Lau has designed a three-step program that will empower readers to correct their scoliosis with proper knowledge and firm determination – and no surgery!

This book deliberately departs from ineffective bracing and surgery which is commonly used. You will learn the secrets to optimal spinal health with this easy-to-read reference. It is not only a tool for those with no prior medical knowledge; it also a great resource for other health professionals looking to successfully treat scoliosis. Dr. Lau’s book promises to deliver the keys to understanding and treating scoliosis once and for all!
### Order Details

<table>
<thead>
<tr>
<th>Title (s)</th>
<th>ISBN</th>
<th>Quantity</th>
<th>Special Price (S$)</th>
<th>Total Price (S$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Singapore (2nd edition)</td>
<td>978981477924 1</td>
<td></td>
<td>$21.25</td>
<td></td>
</tr>
<tr>
<td>Lee Kuan Yew: One Man’s View of the World (paperback edition)</td>
<td>9789814642910</td>
<td></td>
<td>$29.75</td>
<td></td>
</tr>
<tr>
<td>17A Keong Saik Road</td>
<td>9789811130663</td>
<td></td>
<td>$16.92</td>
<td></td>
</tr>
<tr>
<td>99 Rules for new dads</td>
<td>9789814642927</td>
<td></td>
<td>$20.47</td>
<td></td>
</tr>
<tr>
<td>Life is a Mixtape</td>
<td>9789814642903</td>
<td></td>
<td>$21.25</td>
<td></td>
</tr>
<tr>
<td>Puan Noor Aishah: Singapore’s First Lady</td>
<td>9789814642989</td>
<td></td>
<td>$22.74</td>
<td></td>
</tr>
<tr>
<td>Remembering S R Nathan: A Mentor for All Seasons</td>
<td>9789813222816</td>
<td></td>
<td>$32.74</td>
<td></td>
</tr>
<tr>
<td>Sam: A Mother’s Journey of Faith</td>
<td>9789814642941</td>
<td></td>
<td>$13.55</td>
<td></td>
</tr>
<tr>
<td>Singapore is Not An Island: Views on Singapore Foreign Policy</td>
<td>9789814642972</td>
<td></td>
<td>$22.10</td>
<td></td>
</tr>
<tr>
<td>Sundays with Sumiko</td>
<td>978-981-4642-96</td>
<td></td>
<td>$25.47</td>
<td></td>
</tr>
<tr>
<td>The M Quotient: From Muar to Singapore: Extraordinary Stories of Resilience, Drive and Love</td>
<td>9789811131431</td>
<td></td>
<td>$29.10</td>
<td></td>
</tr>
<tr>
<td>Unquiet Kingdom: Thailand in transition</td>
<td>978-981-4642-88</td>
<td></td>
<td>$27.20</td>
<td></td>
</tr>
<tr>
<td>Your Plan for Natural Scoliosis Prevention and Treatment (4th Edition)</td>
<td>9789810995805</td>
<td></td>
<td>$50.02</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Above prices are inclusive of 7% GST; Special Prices valid till 29th Sep 2017

### Contact Details

<table>
<thead>
<tr>
<th>Name:</th>
<th>Designation:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Department: | |
|-------------||

<table>
<thead>
<tr>
<th>Tel:</th>
<th>Mobile:</th>
<th>Fax:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Email: __________________________ Signature: __________________________

### Method of Payment

- **Cheque SGD**: ________________ enclosed [made payable to UBS Library Services Pte Ltd]
- **Bank Transfer** to 110239416 POSB Savings Account
  
  Fill in the details below after transfer:
  
  Name of the Account Holder(Name to be reflected on bank statement): __________________________
  
  Transaction ID: __________________________
  
  Date of transaction __________________________

### Delivery Options (please tick one)

- □ deliver to my office at Blk _____ Room _______ (on Tuesdays / Fridays only)
- □ deliver to my School / Division / Department’s Secretary (on Tuesdays / Fridays only)
- □ selfcollect from UBS Office
- □ send to me by post (delivery charges payable: $4.70 per order)

Please send / fax your orders to:

UBS Library Services Pte Ltd, Block 1008 Toa Payoh North #0318, Singapore 318996;

Tel: (65) 6353 6682  Fax: (65) 6353 6683  Email: sales@ubspress.com