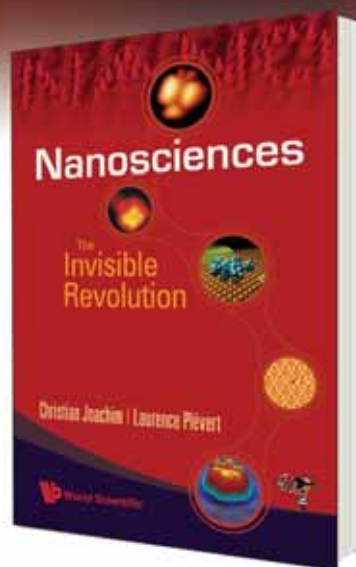


Trade Titles 2010



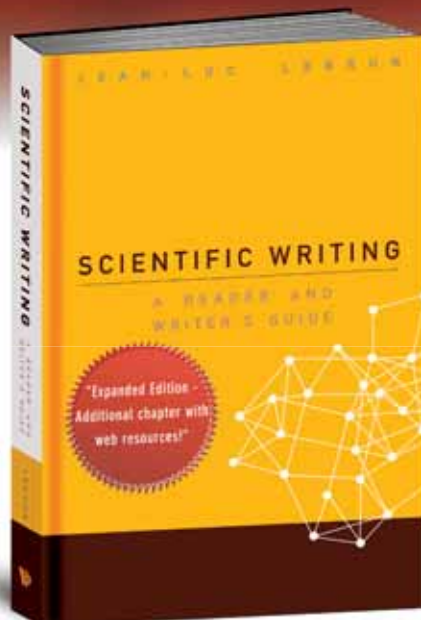
NANOSCIENCES

The Invisible Revolution

by **Christian Joachim** (CEMES-CNRS, France) & **Laurence Plévert** (Independent Science Journalist)

The nanosciences and their companion nanotechnologies are a hot topic all around the world. For some, they promise developments ranging from nanobots to revolutionary new materials. For others, they raise the specter of Big Brother and of atomically modified organisms (AMOs). This book is a counterbalance to spin and paranoia alike, asking us to consider what the nanosciences really are.

128pp May 2009 978-981-283-714-1 (pbk) US\$25 £19



SCIENTIFIC WRITING: A READER AND WRITER'S GUIDE

by **Jean-Luc Lebrun** (Trainer of researchers and scientists from A*STAR Research Institutes, Singapore & Former Director, Apple-ISS Research Centre, Singapore)

"My wish is that this book becomes the bedside book of all serious scientists striving to express themselves clearly in order to communicate their ideas efficiently."

Jean-Pierre Chevallet

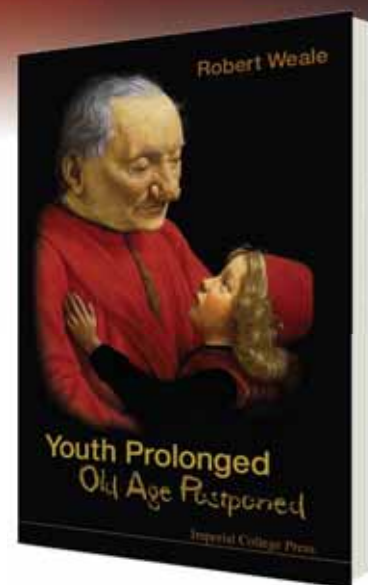
Associate Professor, Grenoble University, France

Director, IPAL CNRS (Image Perception, Access & Language), Singapore

Given that scientific material can be hard to comprehend, sustained attention and memory retention become major reader challenges. Scientific writers must not only present their science, but also work hard to generate and sustain the interest of readers.

The unique approach in this book is its focus on the reader rather than the writer. Senior scientists who supervise staff and postgraduates can use the book to review drafts and to help with the writing as well as the science. Young researchers can find solid guidelines that reduce the confusion all new writers face. Published scientists can finally move from what feels right to what is right, identifying mistakes they thought were acceptable, and fully appreciating their responsibility: to guide the reader along carefully laid-out reading tracks.

224pp Apr 2007
978-981-270-473-3 US\$73 £43 978-981-270-144-2 (pbk) US\$26 £20



YOUTH PROLONGED: OLD AGE POSTPONED

by **Robert Weale** (King's College London, UK)

What exactly is human ageing? Can it be slowed down?

These questions have puzzled scientists and laymen alike for generations, and continue to do so today. The author addresses these thought-provoking issues by challenging pre-conceived notions of age-perception, age-acceptance and inter-age relations. Pertinent matters of age-related communication are dealt with, and the reader is treated to a grand tour of the latest theories of ageing, age-related biological changes and age-related diseases, such as Alzheimer's Disease. Here, the author's expertise in age-related eye diseases truly comes into its own.

Weale's unique work not only underlines important genetic and avoidable risk factors but gives ample consideration to possible consequences stemming from different early lifestyles. Readers will re-consider their ideas of what it means to age, and gain a better understanding of what can and cannot slow down the process of ageing.

148pp Nov 2009
978-1-84816-507-6 (pbk) US\$24.95 £19

ASIAN STUDIES

Singapore Perspectives

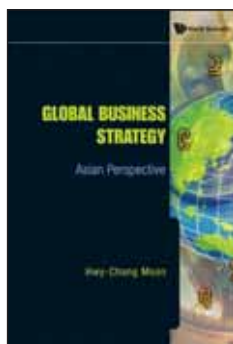
SINGAPORE FUTURES

Scenarios for the Next Generation
edited by **Gillian Koh** (*Institute of Policy Studies, Singapore*)

The Singapore Perspectives series is a yearly publication that provides critical analysis of emerging trends and issues Singapore faces in terms of social, economic and political development.

This edition focuses on the trends and possible surprises that may shape the social and economic landscape of Singapore in 2030, and provides scenarios of what Singapore might be like then. Featuring a chapter written by Mr. Peter Schwartz, a leading global futurist, other contributors include leading and younger academics and intellectuals in relevant policy areas. The book is unique in its forward-looking perspective, and will appeal to think-tanks, academics and general readers not only in Singapore, but in the wider Asian region as well.

280pp May 2010
978-981-283-459-1 (pbk) US\$75 £50

**GLOBAL BUSINESS STRATEGY**

Asian Perspective
by **Hwy-Chang Moon** (*Seoul National University, Korea*)

Given the rise of Asia in the global economy in recent decades, it is important to understand the uniqueness of Asian business. This book first introduces the core strategies prevalent in Western business, and then explains how they can be applied or adapted to Asian business. When necessary, modified or new business models (as developed by the author) are utilized to better explain Asian business. Furthermore, this book deals not just with the theory, but also with practice. Several real-life case studies and examples are discussed in order to compare and contrast the Asian and Western perspectives on global business strategy. Readers will therefore gain an enhanced understanding of Asian business and formulation of Asian business strategy.

348pp Mar 2010
978-981-4273-19-0 US\$65 £43



Monden Institute of Management: Japanese Management and International Studies - Vol. 5

BUSINESS PROCESS MANAGEMENT OF JAPANESE AND KOREAN COMPANIES

edited by **Gunyung Lee** (*Niigata University, Japan*),
Masanobu Kosuga (*Kwansei Gakuin University, Japan*),
Yoshiyuki Nagasaka (*Konan University, Japan*) &
Byungkyu Sohn (*Sookmyung Women's University, Korea*)

Today's business environment is characterized by hypercompetition and the development of the Internet. Fierce competition between suppliers and the availability of abundant information have caused a shift in bargaining power from producers/suppliers to buyers and consumers.

Consequently, Business Process Management (BPM) — i.e. management tool to optimize and control operations flows by viewing the transactions within and outside corporations as processes, with the focus on speedily meeting customers' needs — has emerged as a popular management framework.

However, recent research on BPM has put too much emphasis on information sharing and the visualization of business processes using IT innovations. This book argues that BPM must be linked with existing management tools. Based on survey results of Japanese and Korean companies' BPM practices, the book demonstrates how to build BPM as a holistic management model by addressing the importance of BPM views, the effectiveness of its approach, and the latest research trends.

188pp Dec 2009 978-981-283-860-5 US\$70 £53

**A GUIDE TO THE TOP 100 COMPANIES IN CHINA**

edited by **Wenxian Zhang** (*Rollins College, USA*) &
Ilan Alon (*Rollins College, USA*)

"To many Westerners, the Chinese economy is a puzzle. While Biographical Dictionary of New Chinese Entrepreneurs and Business Leaders focuses on individuals as key players, this companion work highlights China's top 100 companies in terms of their respective background, corporate structure, products and services, challenges and business strategies, and capital assets. Once you put the dots (key individuals) and the spheres (top companies) together, you'll get a better picture of the Chinese economy. Highly recommended for anyone interested in doing business with China or research on contemporary China."

Mr Shixing Wen
Editor-in-Chief, Chinese Librarianship
Former President, Chinese American Librarians Association; and
Councilor, American Library Association, USA

Under the label of "the socialist market economy with Chinese characteristics", the Chinese Government has made a firm commitment to economic reform, though still retaining tight political control. Thus, under conditions of liberal economic systems and autocratic rule, a new capitalist system is emerging in China; its top companies are managed by private entrepreneurs, government bodies or a combination of both.

As a general reference guide to the Chinese economy, A Guide to the Top 100 Companies in China provides up-to-date and comprehensive coverage of the top Chinese enterprises. Corporations from Hong Kong and Taiwan that conduct significant business in China are also included.

300pp Apr 2010 978-981-4291-46-0 (pbk) US\$38 £25

STANDING UP TO THE CHALLENGE

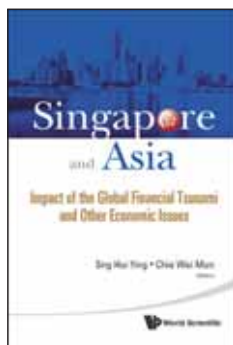
China and the Global Financial Crisis

by **Yang Mu** (*East Asian Institute, National University of Singapore, Singapore*) &
Tin Seng Lim (*East Asian Institute, National University of Singapore, Singapore*)

This book provides an overview on the global financial crisis and a detailed study of its impact on China. It covers topics such as China's response to tackling the crisis and its impact on her once mighty manufacturing industry. Standing Up to the Challenge will also investigate its effect on China's property and stock markets, and explore whether the crisis will have a positive effect with regard to China's overseas investments thus acting as an impetus for its Western development process.

Written in a simple and accessible manner, this book can be used as a reference source by students and academics interested in China's economy and the global financial crisis.

200pp Sep 2011 978-981-4282-27-7 US\$54 £36



SINGAPORE AND ASIA

Impact of the Global Financial Tsunami and Other Economic Issues

edited by **Hui Ying Sng** (Nanyang Technological University, Singapore) & **Wai Mun Chia** (Nanyang Technological University, Singapore)

This book is an annual effort by the economists at the Nanyang Technological University to provide analysis, interpretations and insights of contemporary economic issues affecting Singapore and Asia. It covers two key themes: (1) Global Financial Tsunami and (2) other economic issues affecting Singapore and Asia.

A wide range of important economic issues affecting Singapore and Asia, including inflation, exchange rate, workfare, environmental economics, population and worth of human life in Singapore are addressed competently. The chapters build on economic and analytical frameworks to help readers better understand the economic and policy issues discussed.

224pp **Oct 2009**
978-981-4280-45-7 **US\$72** **£54**

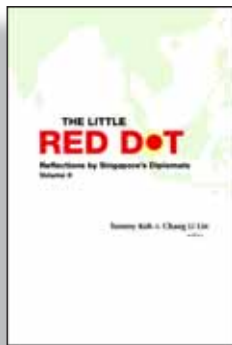
A BILLION VOICES

Languages and Peoples of China by **William S-Y Wang** (University of California, Berkeley, USA & Chinese University of Hong Kong, Hong Kong)

This book gives an overview and discussion of the languages and peoples of China. The emphasis of this book is on Putonghua (i.e., Common Speech) which is the most wide spread varieties of the Chinese languages. It also provides discussions on other major dialects related to Putonghua, as well as some of the minority languages that belong to other language families, such as Altaic and Austric.

The book also offers some insightful remarks on the endangered languages of China, which are the inevitable victims of globalization. This observation is given an in-depth coverage on both the spoken languages, distinguished by their lexical tones, and written languages, well-known for their morphosyllabic orthography. This orthography has the unique distinction of being the oldest one currently in use in the world.

250pp **Dec 2010**
978-981-4287-72-2 **US\$52** **£34**



THE LITTLE RED DOT

Reflections by Singapore's Diplomats

Volume II

edited by **Tommy Koh** (Institute of Policy Studies, National University of Singapore, Singapore) & **Li Lin Chang** (Institute of Policy Studies, National University of Singapore)

"(L)ike all professions, diplomacy depends both on its skills and on its ethics, that both have to be learned, and that it takes time ... This volume and its predecessor tell the individual stories of a group of men and women reaching for that level of achievement with a rare combination of intelligence and human sympathy."

Sir Frank Berman, KCMG, QC
Visiting Professor of International Law,
Universities of Oxford, Cape Town and King's College London

This is the sequel to the bestselling book, *The Little Red Dot*, published in 2005. While the first volume consisted of a collection of essays by Singapore's first- and second-generation diplomats, this second volume contains essays written by the third generation of young ambassadors.

Written in an entertaining and accessible manner, this book is a highly enjoyable read for all who are interested in Singapore current affairs and in the art and science of diplomacy. It contains many inspiring stories which have not been told before.

This book is also available as a set with *The Little Red Dot*.

232pp **Jul 2009**
978-981-4271-86-8(pbk) **US\$42** **£32**
Set
978-981-4280-61-7(pbk) **US\$99** **£74**

TANG TALES, A NEW ANNOTATED TRANSLATION

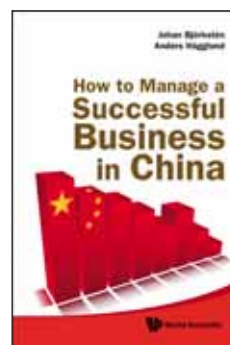
by **William H Nienhauser, Jr.** (University of Wisconsin-Madison, USA)

The book provides the most up-to-date and comprehensive survey of the genre of Tang tales in English, including discussions of the numerous Chinese studies from the last decade. *Tang Tales* itself contains the first annotated translations of these famous stories, which are deciphered and interpreted specifically for students and scholars interested in the medieval Chinese literature. Following the model of intertextual readings employed by Glen Dudbridge in *The Tale of Li Wa* (Oxford, 1983), the annotation points to the resonances to the classical texts; the translator's notes following each translation then explain how these references expand the meaning of the text.

In addition to six translations of the major tales (chuanqi, "transmitting the strange"), there is also a rendition of a fantastic tale by Liu Zongyuan, suggesting close ties with popular and oral literature. The appended glossary of terms marks the first attempt to create such a reference for readers and scholars of Tang tales that will be of use in reading other tales as well.

The meticulous scholarship of this book elevates it above all existing collections of these stories, and the inclusion of the standard introduction to the Tang tales for graduate students and researchers engenders a deeper appreciation

400pp **Aug 2010**
978-981-4287-28-9 **US\$65** **£43**



HOW TO MANAGE A SUCCESSFUL BUSINESS IN CHINA

by **Johan Björkstén** (Founder of the Chinese PR Agency Eastwei Relations) & **Anders Hägglund** (Former President of Sandvik China)

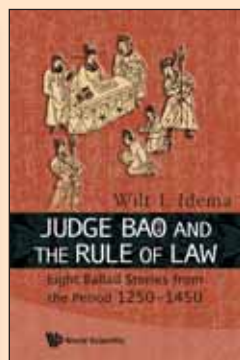
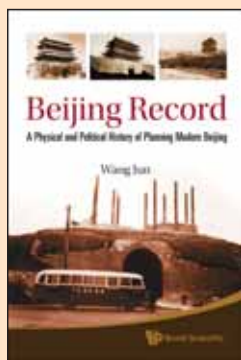
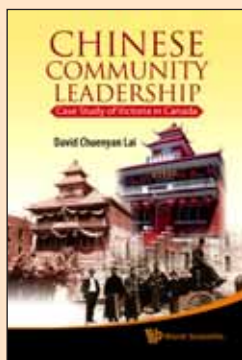
"Successful people management is the only way to achieve sustainable business performance. This book captures the key priorities for China in a compact and straightforward way."

Ian Duffy
President, IKEA Asia-Pacific

This unique book discusses how to manage an organization in China. It is based on the invaluable practical experience of entrepreneur Johan Björkstén, who successfully built a local consulting business with over 100 employees, and Anders Hägglund, a seasoned manager who set up high-growth and highly profitable operations in China for a major industrial multinational. The book provides widely applicable advice based on experiences from different industries, including but not limited to those of the authors.

Published and distributed worldwide by World Scientific Publishing Co. except China

236pp **Jan 2010**
978-981-4287-82-1 **US\$27.95** **£18**



THE EU THROUGH THE EYES OF ASIA

Volume II: New Cases, New Findings

edited by **Natalia Chaban** (*National Centre for Research on Europe*), **Martin Holland** (*National Centre for Research on Europe*) & **Peter Ryan** (*Asia-Europe Foundation*)

Asia and Europe have become increasingly interconnected over the last few decades; this growth in mutual interest is due largely to their economic, political, cultural, and historical ties to one another. Due to the deepening relationship between the two regions, it seems natural to ask, "How is the European Union perceived in Asia?" This question has become very relevant to Asia-Europe relations, especially as the EU is the most significant economic partner for many Asian countries, while at the same time emerging as an increasingly prominent political and security dialogue partner for the region. This second volume offers a new and reliable insight into the perception of the EU in Asia.

Volume I was published in 2007 by ASEF and is available in the publication section of the Asia-Europe Foundation (ASEF) website; see <http://www.asef.org> for more details.

284pp **Oct 2009**
978-981-4289-81-8 **US\$76** **£57**

CHINESE COMMUNITY LEADERSHIP

Case Study of Victoria in Canada

by **David Chuenyan Lai** (*University of Victoria, Canada*)

This book presents an in-depth research into 125 years of the history of the Chinese Consolidated Benevolent Association in City of Victoria as a case study of Chinese community leadership and operation of a Chinese government within a municipal government in Canada. It does not examine only one association in one city. Instead, it provides an overview of the socio-economic and political activities of the Chinese in Canada before the turn of the twentieth century, their relationship with Western communities, and the Association's inter-relationship with China and other parts of the world. The book also includes a history of the origins of 17 Chinese Benevolent Associations in other Chinese communities across Canada.

Chinese Community Leadership is an essential Chinese reference for researchers on Chinese community leadership, power structure and international networking.

300pp **Apr 2010**
978-981-4295-17-8 **US\$58** **£38**

BEIJING RECORD

A Physical and Political History of Planning Modern Beijing

by **Jun Wang** (*Xinhua News Agency, China*)

In 2003, the Chinese Xinhua News Agency journalist Wang Jun published the bestseller *Beijing Record*, the result of ten years of research on the urban transformation of Beijing in the last fifty years. Home to more than 15 million people, this ancient capital city — not surprisingly — has a controversial, complicated history of planning and politics, development and demolition.

Wang's publication presents a survey of the main developments and government-level (both central and municipal) decisions, devoting a lot of attention to the 1950s and 1960s, when Beijing experienced a critical wave of transformative events. Shortly after its publication by SDX joint Publishing Company House in October 2003, *Beijing Records* ignited a firestorm of debate and discussion in a country where public interaction over such a sensitive subject rarely surfaces.

450pp **Jun 2010**
978-981-4295-72-7 **US\$48** **£32**

JUDGE BAO AND THE RULE OF LAW

Eight Ballad-Stories from the Period 1250–1450

by **Wilt L Idema** (*Harvard University, USA*)

Pure, orthodox and incorruptible, Judge Bao has been serving as the preeminent embodiment of justice in China for almost a thousand years, so much so his court cases have been adapted as stories, novels and plays over the centuries. Now, for the very first time a series of eight ballad-stories on Judge Bao, dating from the period 1250–1450, are offered in a complete and annotated translation. These texts will provide the reader a reflection of the legend of Judge Bao in its earliest phase of development, with an extended introduction placing the ballad-stories in context with the development of the Judge Bao legend. These ballad-stories, in contrast to past plays dating from the same period, present abuse of power and corruption as endemic in the courts and bureaucratic service, and show Judge Bao imposing the rule of law even on the emperor.

456pp **Dec 2009**
978-981-4277-01-3 **US\$52** **£39**

MODERN JAPAN: ORIGINS OF THE MIND

Japanese Traditions and Approaches to Contemporary Life

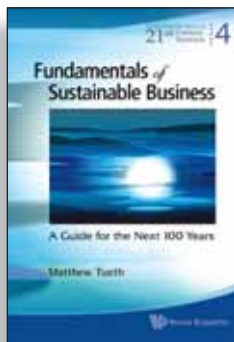
by **Alexander Prasol** (*Niigata University of International and Information Studies, Japan*)

The book takes a fresh look at modern Japan, and does not treat the Japanese as enigmatic or mysterious people; their ways of thinking and their culture can be explained by an honest appraisal of their history and of the norms that have shaped this history. This book not only reveals the mentality and national character of modern Japanese people but also attempts to explore and analyze the roots of their mannerisms.

400pp **Jul 2010**
978-981-4295-63-5 **US\$60** **£40**



BUSINESS AND MANAGEMENT



World Scientific Series on 21st Century Business - Vol. 4

FUNDAMENTALS OF SUSTAINABLE BUSINESS

A Guide for the Next 100 Years
by **Matthew Tueth** (Aquinas College, USA)

Fundamentals of Sustainable Business begins by briefly describing the legacy of environmental and social problems that have arisen as a result of conventional business practices, and then details the coalescence of a broad-based contemporary movement that has been called "The Next Industrial Revolution". Combining

the long-term interests of business, community, and the natural world, the resulting sustainable business reformation is unlike any previous human endeavor.

The book deftly synthesizes a diverse collection of movement components, including some original concepts, and provides a single comprehensive and definitive source for understanding the emerging and complex phenomenon of sustainable business.

228pp
978-981-283-932-9

Aug 2009
US\$58 £44



CREATING ENTREPRENEURS

Making Miracles Happen
edited by **Fred Kiesner** (Loyola Marymount University, USA)

"Entrepreneurship, and clear, dynamic entrepreneurial thinking and action, are the hope for the economic future of the world in these troubling times. This book provides real life, instantly usable, insights and guidelines for winning as an entrepreneur, and creating successful economic value in the world. It is streetwise, totally practical, and gets to the heart of how the entrepreneur, or potential

entrepreneur needs to think and plan for their future of success and impact."

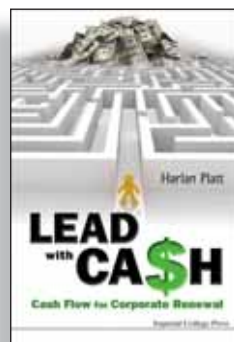
Paul Orfalea

Founder, Kinko's, and World-Renowned International Entrepreneur

This book gives short, action-oriented snippets of thoughts and ideas from some of the finest thinkers of entrepreneurship. It provides insights into educational activities, entrepreneurial thinking and on-the-streets operational methodologies of entrepreneurship. The contributors range from world-class educators and successful entrepreneurs, to creative social entrepreneurs.

580pp
978-981-4261-11-1

Aug 2009
US\$58 £44



LEAD WITH CASH

Cash Flow for Corporate Renewal
by **Harlan Platt** (Northeastern University, USA)

This book takes an entirely new look at how companies ought to be managed. It argues that managers need to focus on how corporate decisions affect the firm's cash. The author, who is well known in the fields of management and crisis management, suggests that companies that follow the paradigm presented in the book are more likely to survive tumultuous times, provide higher returns to their investors, and have a conducive work environment.

250pp
978-1-84816-375-1

Apr 2010
US\$45 £30

UNLOCKING THE ENTERPRISER INSIDE!

A Book of Why, What and How!

by **Shailendra Vyakarnam** (University of Cambridge, UK) & **Neal Hartman** (MIT Sloan School of Management, USA)

The unique feature of this book is how it covers learning in enterprising skills, while at the same time builds capacity in such a way that the alumni themselves can take what they have learned for the benefit of others. Through this book, the authors intend to share what they have learnt and to transmit their passion for this program to others for personal development. Hopefully, others will then repeat this positive experience and make a difference to their respective institutions and communities.

300pp
978-981-281-874-4

Jul 2010
US\$38 £25



SUSTAINABLE ECONOMY

Corporate, Social and Environmental Responsibility
edited by **Raymond W Y Kao** (Ryerson University & McMaster University, Canada)

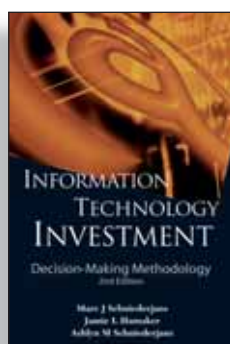
This book explains how corporate social responsibility is linked to long-term sustainability of an economy and that the activities of an organization should not be only for its self-interest, but must also be honed for the benefit of common good. A major approach the book advocates is corporate decision-makers in an

organization should work towards earning the trust of stakeholders rather than focus on short-term profitability. It also emphasizes the importance of recognizing and rewarding the contribution and commitment by participants of an organization.

Written by academics and consultants, this book will be of interest to academicians, media professionals, organizational participants, entrepreneurs and general public.

448pp
978-981-4277-63-1

Jan 2010
US\$75 £50



INFORMATION TECHNOLOGY INVESTMENT

Decision-Making Methodology
(2nd Edition)

edited by **Marc J Schniederjans** (University of Nebraska-Lincoln, USA), **Jamie L Hamaker** (University of Nebraska-Lincoln, USA), & **Ashlyn M Schniederjans** (Harvard University, USA)

This textbook provides an up-to-date, in-depth understanding of the methodologies available to aid in this complex process of

multi-criteria decision-making.

Unique to this textbook are both financial investment models and more complex decision-making models from the field of management science so that readers can extend the analysis benefits to enhance and confirm their IT investment choices. The wide range of methodologies featured in the book gives readers the opportunity to customize their best-fit solutions for their unique IT decision situation. This textbook is especially deal for educators and students involved in programs dealing with technology management, operations management, applied finance, operations research, and industrial engineering.

450pp
978-981-4282-56-7

Mar 2010
US\$94 £62



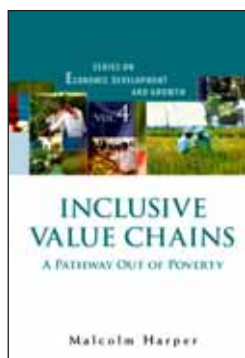
THE CHANGING FACE OF INNOVATION

Is it Shifting to Asia?

by **Seeram Ramakrishna** (National University of Singapore) & **Daniel Joo-Then Ng** (National University of Singapore)

This book provides a brief overview of the recent trends in innovations. Early inventions/innovations that began in Asia (i.e., compass, paper, gunpowder and printing) spread to the Atlantic (Europe and USA) by land and sea routes. However, with population growth, economic expansion, availability of skilled researchers and lower cost of research in Asia Pacific, there has been a shift in innovation activities in this region.

200pp Jul 2010
978-981-4291-58-3(pbk) US\$38 £25



Series on Economic Development and Growth - Vol. 4

INCLUSIVE VALUE CHAINS

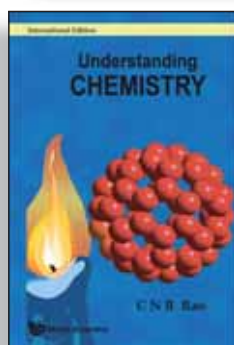
A Pathway Out of Poverty

by **Malcolm Harper** (Emeritus Professor, Cranfield School of Management, UK)

"Modern" integrated value chains need not necessarily exclude the smallest producers as this book aims to explain in detail by case studies. The issue is particularly topical in India, where modern retailing has come to the scene only recently and the majority of whose population are still small farmers and artisans. Following a brief introduction to the problem, 14 case studies from India are presented to illustrate how it is being solved in practice. The book also discusses the impact of organized retailing on small-scale traders, and finally analyses the case studies for an overview, with conclusions and learnings drawn from them. Inclusive Value Chains shows by practical examples that it is possible to link the smallest producers of fresh produce, commodities and handicrafts profitably, to modern integrated markets, within the country of origin as well as abroad.

300pp Feb 2010
978-981-4293-89-1 US\$58 £38

CHEMISTRY

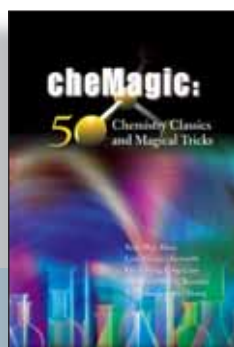


UNDERSTANDING CHEMISTRY

by **C N R Rao** (Jawaharlal Nehru Centre for Advanced Scientific Research, Bangalore, India & Indian Institute of Science, Bangalore, India)

This is the international edition of Prof Rao's popular science book, an elementary introduction intended for high school students and others interested in appreciation of chemistry. Ideas and facts are presented, and a few questions raised, in order to interest the reader in the subject and to arouse curiosity. The book covers essential aspects of chemistry, features of the modern periodic table, bonding between atoms in molecules and substances, shapes and structures of molecules, metals and materials, alkalis and acids, carbon compounds, electronic structure of atoms, classification of elements, simple chemical reactions, biopolymers and man-made polymers and aspects of energy. There are also life sketches of chemists and procedures for a few experiments.

312pp Jul 2009 978-981-283-603-8(pbk) US\$38 £29



cheMagic

50 Chemistry Classics and Magical Tricks

by **Wee Khee Seah** (NUS High School of Math and Science, Singapore), **Mingjie Lim, Kenneth** (NUS High School of Math and Science, Singapore), **Cheng Feng Lee, Gary** (NUS High School of Math and Science, Singapore), **Tien Sheng Ong, Royston** (NUS High School of Math and Science, Singapore) & **Wei Xiong Yeo, Nicholas** (NUS High School of Math and Science, Singapore)

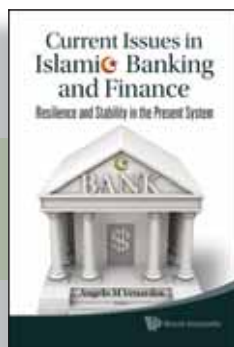
"The authors provide an excellent introduction which focuses on maximising dramatic effect ... an excellent variety of demonstrations are described. The layout is clear and tricks are easy to find ... I would recommend to all science educators interested in inspiring and entertaining."

Chemistry World China

An innovative book developed by NUS High School of Math and Science, Singapore, this book showcases the quality of work and the brand name of a specialist school in science. The book will attract many readers from other schools who want to understand how students experiment, explore and excel in this research-focused environment.

148pp Oct 2008 978-981-283-707-3(pbk) US\$22 £13

ECONOMICS AND FINANCE



CURRENT ISSUES IN ISLAMIC BANKING AND FINANCE

Resilience and Stability in the Present System

edited by **Angelo M Venardos** (Heritage Trust Group, Singapore)

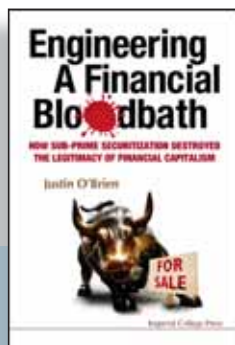
"The silent financial revolution is spreading to non-Muslim countries as well."

Dr Hussain Hamid Hasson
Chairman, Shariah Board, Dubai Islamic Bank

The phenomenal worldwide development over the past decade of Islamic banking and finance is drawing much attention to Southeast Asia, which, on the platform of its own economic growth success, is also proving to be the gateway for Middle Eastern petrodollar investments into the two great emerging markets of India and China.

This book, the first of its kind, will be of great benefit to those seeking to better understand current developments and issues affecting Islamic banking in South East Asia, from both global and regional perspectives.

300pp Feb 2010 978-981-283-392-1 US\$68 £45



ENGINEERING A FINANCIAL BLOODBATH

How Sub-Prime Securitization Destroyed the Legitimacy of Financial Capitalism
by **Justin O'Brien** (Queensland University of Technology, Brisbane, Australia, University of Glasgow, UK & Centre for Applied Philosophy and Public Ethics, Australian National University, Canberra, Australia)

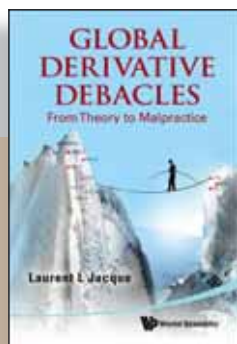
"Justin O'Brien's new book is a sober examination of the global financial crisis and the perils of inadequate regulation ... His thesis is a strong one: ethical failure was the primary cause of the financial meltdown ... O'Brien is at his best

when he allows his journalistic self to shine, particularly in his brief but excoriating coverage of the Irish banking fiasco. Ireland resembled a 'crooked casino' characterised by 'staggering regulatory, corporate and political incompetence.'"

The Irish Times

212pp
978-1-84816-216-7

Jul 2009
US\$38 £29



GLOBAL DERIVATIVE DEBACLES

From Theory to Malpractice
by **Laurent L. Jacque** (Tufts University, USA & HEC School of Management, France)

"This timely and well-written book is a 'must read' for anyone directly or indirectly involved in financial markets and instruments as well as risk management. By telling actual stories of how rogue traders and incompetent managers put their firms at risk, the author demystifies the complex world of financial derivatives. His incisive and in-depth analysis of all major derivatives debacles should help the reader understand what happened and avoid future disasters."

Gabriel Hawawini

**The Henry Grunfeld Professor of Investment Banking
INSEAD**

The book groups cases by derivative category, starting with the simplest and building up to the most complex — namely, Forwards, Futures, Options and Swaps in that order, with applications in commodities, foreign exchange, stock indices and interest rates. Each chapter deals with one derivative debacle, providing a rigorous and comprehensive but non-technical elucidation of what happened.

200pp
978-981-283-770-7

Mar 2010
US\$54 £36



AN INTRODUCTION TO ACCOUNTING AND MANAGERIAL FINANCE

A Merger of Equals
by **Harold Bierman** (Cornell University, USA)

This book introduces corporate financial management, based on the basic capital budgeting framework and the time value of money. It focuses on theoretical formulations and correct application of financial techniques that will help improve managerial and financial decisions. Based on fundamental principles of accounting and finance like time value of money and after-tax cash flows, it introduces

readers to real-world constraints and complexities in the two fields.

The Solutions manual is available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.

404pp
978-981-4273-82-4

Jan 2010
US\$58 £38



THE MAKING OF ECONOMICS (4th Edition)

Volume III: The Radical Assault
by **E Ray Canterbury** (Florida State University, USA)

This book is the first in the field to cover exclusively the modern radical economists.

"Canterbury has been a productive and versatile economist, writing prolifically in a large number of fields. Whatever the subject and the audience, he writes clear and interesting prose. He is independent in his views, often heterodox but always worth considering."

James Tobin

Nobel Prize, Economic Sciences, 1981

"There are few scholars who have more consistently elicited my respect and admiration. Canterbury has his own position in the world of economics, and a wonderful ability to make it clear. Reading this new edition of The Making of Economics is a true pleasure. I urge the attention of all with an interest in this subject."

**John Kenneth Galbraith
Harvard University**

264pp
978-981-283-772-1

Dec 2009
US\$38 £29

A BRIEF HISTORY OF ECONOMICS

Artful Approaches to the Dismal Science
(2nd Edition)

by **E Ray Canterbury** (Florida State University, USA)

Reviews of the First Edition

"No one interested in economics — and it's an interest all shrewd citizens should cultivate — will want to miss Ray Canterbury ... He has established himself as an incisive and interesting scholar who greatly prefers truth to the orthodox applause ... Canterbury always has a good foundation of fact, analysis and judgement to support his positions."

**John Kenneth Galbraith
Harvard University**

Blending past and present, this brief history of economics is the perfect book for introducing students to the field. It illustrates how the ideas of the great economists not only influenced societies but were themselves shaped by their cultural milieu. Often humorous, Canterbury's easy style will make the student's first foray into economics lively and relevant. Readers will dismiss "dismal!" from the science.

530pp
978-981-4304-80-1 (pbk)

Aug 2010
US\$40 £26

ENVIRONMENTAL SCIENCE

**CLIMATE AND SOCIETY**

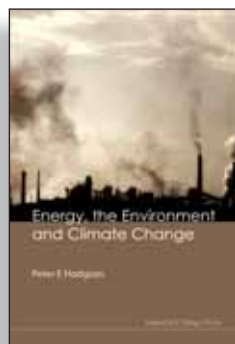
Climate as Resource, Climate as Risk
by **Nico Stehr** (*Zeppelin Universität, Germany*)
& **Hans von Storch** (*GKSS Research Centre, Germany*)

Climate and Society presents from a transdisciplinary view, climate and its changes, impact and perception. The history of climate and its different approaches over time — which are anthropocentric and more system-oriented, academic and application-driven — are reviewed, as are the possibilities of managing climate, in particular by steering the greenhouse gas emissions.

Most importantly, the concepts of climate as a resource for societies are discussed and the emergence of climate non-constancy and its impact, studied. In essence, this book provides an absorbing account of the cultural history of climate and relates it to contemporary scientific knowledge about climate, climate change and its impact.

152pp
978-981-4280-53-2

Aug 2009
US\$60 £45

**ENERGY, THE ENVIRONMENT AND CLIMATE CHANGE**

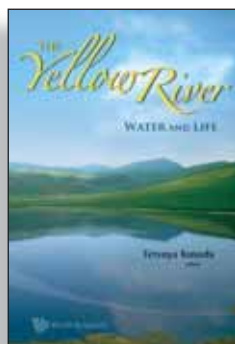
by **Peter E Hodgson** (*University of Oxford, UK*)

This book is a comprehensive account of all significant energy sources, evaluated according to their capacity, reliability, cost, safety and effects on the environment. Non-renewable sources (for example, coal, oil, gas and nuclear fuel) together with renewable sources like wood, hydro, biomass, wind, solar, geothermal, ocean thermal, and tidal; are considered.

Also, nuclear radiations and the disposal of nuclear waste and the future of nuclear power are assessed, as well as pollution and acid rain, the greenhouse effects and climate change. Its social, political and moral problems are discussed, with a special mention of the opposition to nuclear power.

200pp
978-1-84816-415-4

Mar 2010
US\$78 £51

**THE YELLOW RIVER**

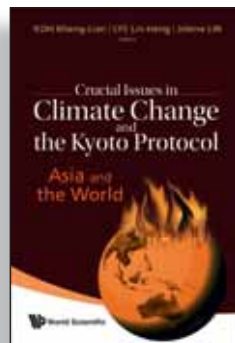
Water and Life
edited by **Tetsuya Kusuda** (*Kyushu University, Japan*)

The Yellow River basin, located in the semi-arid and arid climate zones in northern China, is confronted with serious problems of water deficit as well as water pollution. In order to understand and provide a way of thinking about the issues pertaining to the current state of water resources in the basin, The Yellow River systematically explains the methods of modeling and the mechanism

of water circulation on each element, while introducing several new-age technologies for water-saving. This book also presents the cutting-edge research results of a five-year project that improved the sustainability in utilizing and controlling water in the Yellow River basin.

192pp
978-981-4280-95-2

Oct 2009
US\$68 £51

**CRUCIAL ISSUES IN CLIMATE CHANGE AND THE KYOTO PROTOCOL**

Asia and the World
edited by **Kheng-Lian Koh** (*Asia Pacific Centre of Environmental Law, National University of Singapore*), **Lin Heng Lye** (*Asia Pacific Centre of Environmental Law, National University of Singapore*) & **Jolene Lin** (*Asia Pacific Centre of Environmental Law, National University of Singapore*)

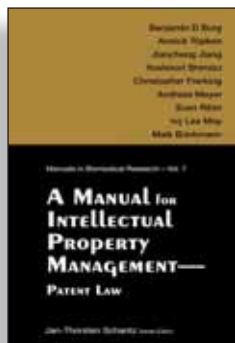
Crucial Issues in Climate Change and the Kyoto Protocol: Asia and the World focuses on responses to climate change in the world's most populous region. This book provides the most comprehensive insight to the climate change discourse within Asia to date by drawing on the diverse disciplines and experience of legal practitioners, climate change consultants, government officials and academics.

Individual chapters address issues such as how the various Asian countries — highly disparate in their cultures, socio-economic conditions and political systems — are responding to climate change, the challenges of mitigating and adapting to climate change, and the effective implementation of the Kyoto Protocol in Asia.

596pp
978-981-4277-52-5

Sep 2009
US\$98 £74

GENERAL



Manuals in Biomedical Research - Vol. 7

A MANUAL INTRODUCING INTELLECTUAL PROPERTY TO SCIENTISTS — PATENTS

by **Benjamin Burge** (*Bose Corporation,*

USA), **Annick Töpken** (*Germany*), **Jiancheng Jiang** (*Peksung Intellectual Property Ltd, China*), **Yoshinori Shimizu** (*SOEI Patent & Law Firm, Japan*), **Christopher Frerking** (*Viering, Jentschura*

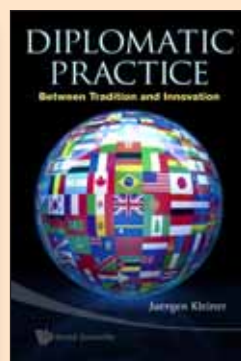
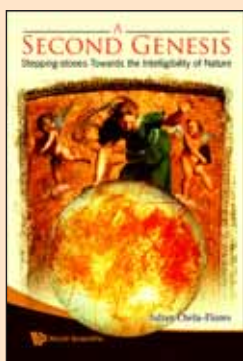
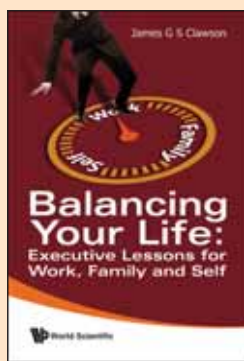
& Partner, Germany), **Andreas Meyer** (*Viering, Jentschura & Partner, Germany*), **Sven Rihm** (*Viering, Jentschura & Partner, Germany*), **Ivy Lee May** (*Shanghai International Intellectual Property Services (SHIIPS)*) & **Maik Brinkmann** (*Viering, Jentschura & Partner, Singapore*)

This book provides a concise introduction to the complex subject of patent law as a major branch of intellectual property rights. It describes the application of patent law in order to obtain a patent for a scientist's invention. Comparison is also made between the patent laws of the four major jurisdictions under which most of the applications for patents are presently filed worldwide — China, Europe, Japan, and the USA.

The systematic description of the patent process from draft to grant is aimed at facilitating teamwork between the inventor and the patent lawyer or intellectual property manager so that the invention is not only a great scientific achievement, but also a product of economic value for the applicant and the inventor.

350pp
978-981-4261-79-1 (pbk)

Sep 2010
US\$48 £32



BALANCING YOUR LIFE

Executive Lessons for Work, Family and Self
by **James G S Clawson**
(University of Virginia, USA)

The balance between work and family life is the single most commonly mentioned issue among senior executives worldwide. This book provides a framework for analyzing immediate and long-term balance. Using case studies of how twelve or more executives in various industries have handled the challenge, readers are invited throughout the volume to compare their current structures with those of the subjects in the cases presented.

368pp **Jul 2009**
978-981-283-906-0(pbk) **US\$35** **£26**

A SECOND GENESIS

Stepping-Stones Towards the Intelligibility of Nature
by **Julian Chela-Flores** (*The Abdus Salam ICTP, Italy & The Abdus Salam ICTP & Instituto de Estudios Avanzados, República Bolivariana de Venezuela*)

"The author has succeeded in engaging the reader in this fascinating discourse without being too technical ... I strongly recommend A Second Genesis to a readership interested generally in making sense of the recent breathtaking developments bearing on the evolution of the cosmos and the intelligibility of Nature. Personally, as a practicing theoretical physicist, I have found this book intelligible, fascinating and very thought-provoking. Strongly recommended to public libraries."

Professor N Kumar
Raman Research Institute, India

This book intends to engage readers interested in the position of humans in nature. It makes a serious effort to avoid demanding detailed knowledge of science, philosophy, or theology, but will require some careful reading and meditation.

248pp **Dec 2008**
978-981-283-503-1 **US\$51** **£28**

SCIENCE RESEARCH WRITING FOR NON-NATIVE SPEAKERS OF ENGLISH

by **Hilary Glasman-Deal**
(Imperial College London, UK)

This book is designed to enable non-native English speakers to write science research for publication in English. It can also be used by English speakers and is a practical, user-friendly book intended as a fast, do-it-yourself guide for those whose English language proficiency is above intermediate. The approach is based on material developed from teaching graduate students at Imperial College London and has been extensively piloted. The book guides the reader through the process of writing science research and will also help with writing a Master's or Doctoral thesis in English.

Science writing is much easier than it looks because the structure and language are conventional. The aim of this book is to help the reader discover a template or model for science research writing and then to provide the grammar and vocabulary tools needed to operate that model. There are five units: Introduction, Methodology, Results, Discussion/Conclusion and Abstract. The reader develops a model for each section of the research article through sample texts and exercises; this is followed by a Grammar and Writing Skills section designed to respond to frequently-asked questions as well as a Vocabulary list including examples of how the words and phrases are to be used.

272pp **Dec 2009**
978-1-84816-309-6 **US\$58** **£44**
978-1-84816-310-2(pbk) **US\$25** **£19**

A PASSION FOR LIFE

My Lifetime Companion, Felicia
by **Cheng-Wen Wu** (*Founding President, National Health Research Institutes, Taiwan*),
Chwan-Wen Liu, translated by **Cheng-Wen Wu & Annie Chen**

The biography of Felicia, originally published in Chinese edition, has been recommended as a reading model for students in schools and was nominated for an award in Taiwan. Felicia's story had also inspired the production of a documentary film entitled, "A Passion for Life," funded and sponsored by The American Cancer Society. This biography of Felicia in English edition, painstakingly translated by Dr Cheng-Wen Wu and his collaborating translator, Ms Annie Chen, will certainly live up to its original premise as an inspiration to touch more lives and as a source of strength to all who encounter difficulty, disappointment and hurt at any point of their lives.

364pp **Dec 2009**
978-981-283-839-1 **US\$70** **£53**
978-981-283-840-7(pbk) **US\$35** **£26**

DIPLOMATIC PRACTICE

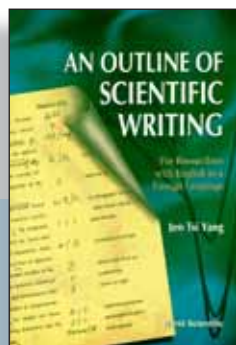
Between Tradition and Innovation
by **Juergen Kleiner** (*Boston University, USA*)

"Juergen Kleiner's 'Diplomatic Practice' has all the ingredients to become the reference book for a generation. Only a lifelong practitioner of diplomacy turned university professor could produce such a vivid, authoritative and well articulated portrait of his profession ... Kleiner's definitions are crystal clear, his judgement is always balanced, his language is that of a trained lawyer. The book thereby also covers a large segment of current international law ... In fact, it is three things in one: It is at the same time a tool-box for practitioners, a handbook for scholars and a textbook for students and applicants. A tremendous amount of work has gone into it."

Dr Ernst-Ulrich Junker, Minister (ret.)
Previous Head of the Economic and Scientific Section of the German Embassy in Tokyo

This book presents a comprehensive overview of the current international practice of diplomacy. Armed with over 30 years of experience in the German Foreign Service, the author explains the workings of the different actors on the diplomatic stage. The book provides a detailed coverage of various diplomatic agencies as well as the functions of diplomats and consuls, explaining the methods and protocols of the art of diplomacy. It will serve as a good reference source for students and scholars of diplomacy, diplomats in foreign ministries and diplomatic and consular missions.

496pp **Aug 2009**
978-981-4271-24-0 **US\$58** **£44**



AN OUTLINE OF SCIENTIFIC WRITING

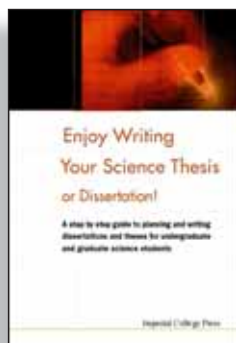
For Researchers with English as a Foreign Language
by **Jen Tsi Yang** (University of California, San Francisco)

"Although the author was a researcher in the field of biochemistry/biophysics and most of the examples in this book are naturally related to these fields, scientists from other fields will profit from the clear presentation, many useful hints and interesting remarks as well."

Mathematics Abstracts

This book is written at such a level that the reader should not have to resort to a dictionary. It includes many examples and exercises to clarify the rules and guidelines presented.

176pp
978-981-02-2466-0(pbk) Dec 1995
US\$19 £14



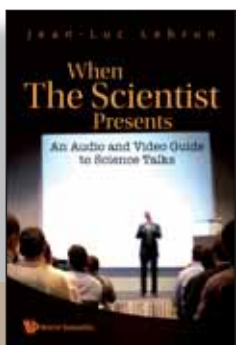
ENJOY WRITING YOUR SCIENCE THESIS OR DISSERTATION!

by **Daniel Holtom** (Imperial College) & **Elizabeth Fisher** (Imperial College)

Enjoy Writing Your Science Thesis or Dissertation! is a complete guide to good dissertation and thesis writing. It is written in an accessible style with cartoons and real-life anecdotes to liven up the text. It outlines the rules and conventions of scientific writing — particularly for dissertations and theses

— and gives the reader practical advice about planning, writing, editing, presenting, and submitting a successful dissertation or thesis. Enjoy Writing Your Science Thesis or Dissertation! can be used as either a guide from day one of the degree course or as a quick reference life-jacket when deadlines are looming.

296pp
978-1-86094-090-3 Jul 1999
978-1-86094-207-5(pbk) US\$34 £23
US\$19.50 £15



WHEN THE SCIENTIST PRESENTS

An Audio and Video Guide to Science Talks (With DVD-ROM)

by **Jean-Luc Lebrun** (Trainer of researchers and scientists from A*STAR Research Institutes, Singapore & Former Director, Apple-ISS Research Centre, Singapore)



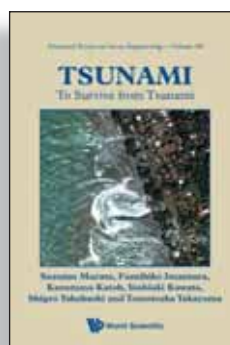
With CD-ROM

"This is by light-years the best guide to designing and presenting lectures. Lebrun writes in a lively, direct way, and every page is brimming with good sense and practical hints. It's just plain fun to read When the Scientist Presents, even if your lecture is perfect!"

Roald Hoffmann
Nobel laureate in Chemistry and writer

The book comes with a DVD for audio and video examples, and includes essential PowerPoint and Keynote techniques that a presenter cannot live without.

264pp
978-981-283-919-0 Aug 2009
978-981-283-920-6(pbk) US\$50 £38
US\$28 £21



Advanced Series on Ocean Engineering - Vol. 32

TSUNAMI

To Survive from Tsunami
by **Susumu Murata** (Coastal Development Institute of Technology, Japan), **Fumihiko Imamura** (Tohoku University, Japan), **Kazumasa Katoh** (Musashi Institute of Technology, Japan), **Yoshiaki Kawata** (Kyoto University, Japan), **Shigeo Tahashi** (Port and Airport Research Institute, Japan) & **Tomotsuka Takayama** (Kyoto University, Japan)

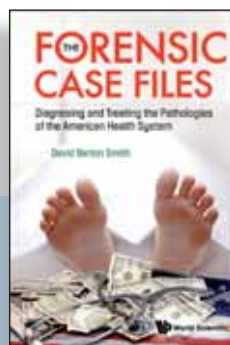
"Even for research engineers in the field of coastal engineering, this book is indispensable for depicting real images of tsunami threat. By reading the book, a researcher will realize the importance of his or her study of tsunami disaster mitigation."

Professor Emeritus Yoshimi Goda
Yokohama National University

This book provides comprehensive scientific information and knowledge survival tips on how to survive a tsunami. It is especially useful to those living (or about to live) in tsunami-prone areas, and to travelers who may visit such areas.

316pp
978-981-4277-47-1 Oct 2009
US\$48 £36

HEALTHCARE AND MEDICAL SCIENCE



THE FORENSIC CASE FILES

Diagnosing and Treating the Pathologies of the American Health System

by **David Barton Smith**
(Drexel University, USA)

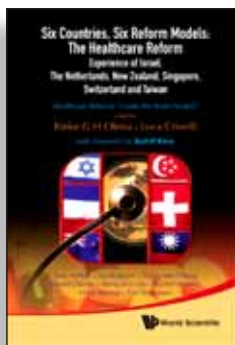
"Professor Smith is the rare author who combines scholarly rigor and the ability to engage the reader with a good story, well told. By using specific case illustrations, he persuasively conveys broad insights developed over a career spent analyzing the pathologies that infect America's health care system. And those insights, sadly, are dead on."

Gordon Bonnyman
Executive Director
Tennessee Justice Center

This book provides unique insights into the current heated healthcare reform debate in the United States and the expanding US\$2 trillion industry that is the focus of public concern. Highly readable, it also offers a candor and richness in detail that is typically lacking in textbooks, academic journal articles and the popular press.

216pp
978-981-283-837-7 Nov 2009
US\$62 £47

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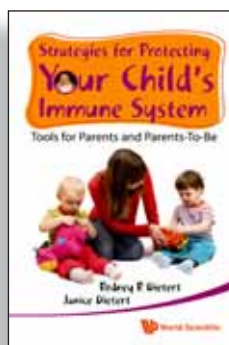
SIX COUNTRIES, SIX REFORM MODELS: THE HEALTHCARE REFORM EXPERIENCE OF ISRAEL, THE NETHERLANDS, NEW ZEALAND, SINGAPORE, SWITZERLAND AND TAIWAN

Healthcare Reforms "Under the Radar Screen" edited by **Kieke G H Okma** (New York University, USA), **Luca Crivelli** (University of Lugano, Switzerland) & foreword by **Rudolf Klein**

This book presents the healthcare reform experiences of six small- to mid-sized, but dynamic, economies spanning the Asia-Pacific, the Middle East and Europe. All of the authors have lived and worked in one or more of the countries studied in this volume.

Contributors include **Tsung-Mei Cheng** (Princeton University, USA), **David Chinitz** (The Hebrew University of Jerusalem, Israel), **Luca Crivelli** and **Iva Bolgiani** (University of Lugano, Switzerland), **Meng-Kin Lim** (National University of Singapore, Singapore), **Kieke G H Okma** and **Hans Maarse** (Maastricht University, The Netherlands), **Toni Ashton** and **Tim Tenbenschel** (University of Auckland, New Zealand).

256pp Dec 2009
978-981-4261-58-6 US\$85 £64



STRATEGIES FOR PROTECTING YOUR CHILD'S IMMUNE SYSTEM

Tools for Parents and Parents-To-Be by **Rodney R Dietert** (Cornell University, USA) & **Janice Dietert** (Performance Plus Consulting, USA)

Strategies for Protecting Your Child's Immune System is the first book to focus on prevention of environmental damage to the immune system of embryos, babies and older children. It provides expecting and existing parents, their families and physicians with science-based information to protect and proactively manage their child's immune system. Environmental exposures (pollutants, allergens, drugs, diet, physical factors) in the home, school and community can damage the developing immune system and increase the risk of lifelong chronic diseases such as allergies, asthma, type 1 diabetes, celiac disease and neurological problems. This book imparts specific tools to parents and their physicians to help keep the early-life immune system out of harm's way and minimize environmental health risk.

300pp Mar 2010
978-981-4287-09-8(pbk) US\$38 £25



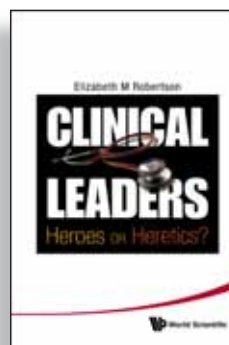
BE FIT FOR LIFE: A GUIDE TO SUCCESSFUL AGING

A Wellness, Weight Management, and Fitness Program You Can Live With by **Steven R Gambert** (University of Maryland School of Medicine, USA & Johns Hopkins University School of Medicine, USA)

Be Fit for Life: A Guide to Successful Aging is a self-help book for anyone interested in living a happier and healthier life. Aging is a life-long process and the sooner one accepts this and better prepares for the years ahead, the more successful his/her aging process will be. Dr Gambert, a noted authority in the field of aging and medicine, takes the reader on a journey that provides information and practical advice on how to best prevent an accelerated aging process, avoid disease, and recognize and treat problems early.

This book also offers practical information to help the reader choose the right diet, exercise plan and lifestyle that will help promote a more successful aging process.

232pp Jan 2010
978-981-4273-09-1(pbk) US\$29.95 £20



CLINICAL LEADERS

Heroes or Heretics? by **Elizabeth Margaret Robertson** (NHS Grampian, UK)

Clinical training and background are not synonymous with leadership. So where does a potential clinical leader turn to for advice? This small handy volume is specifically written for this purpose with information about the softer skills of leadership. It is not linked to any particular healthcare system or clinical discipline. Focus on leadership as a means to influence healthcare culture is attracting attention internationally currently.

Readers will find the style a refreshing change from the usual academic material. Accounts of hands-on experience with non-pedantic pragmatic advice are reflected strongly in the book. The book's narrative pace will make it a good holiday or long journey read. The subject matter is neither dry, trivial nor trite.

100pp May 2010
978-981-4299-83-1 US\$28 £18

UROGYNACOLOGY AND YOU

A Handbook for Women with Bladder Disorders, Womb and Vaginal Prolapse by **How Chuan Han** (KK Women's & Children's Hospital, Singapore), **Lih Charn Lee** (KK Women's & Children's Hospital, Singapore), **Arthur L A Tseng** (KK Women's & Children's Hospital, Singapore) & **Heng Fok Wong** (KK Women's & Children's Hospital, Singapore)

This easy-to-use, concise, yet informative book deals with a comprehensive range of urogynaecological problems and explores solutions to these problems. It is written by a team of experienced and expertly trained urogynaecologists. The book is aimed at helping patients understand the common gynaecological conditions and the possible treatment options. It encourages further questions from patients who want to know more about the common conditions.

130pp Apr 2010
978-981-4277-90-7(pbk) US\$38 £25

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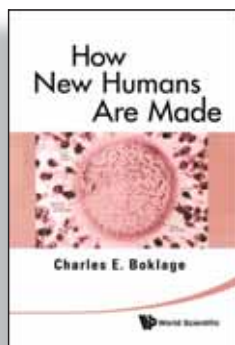
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LIFE SCIENCES / BIOLOGY

**HOW NEW HUMANS ARE MADE**

Cells and Embryos, Twins and Chimeras, Left and Right, Mind/Self/Soul, Sex, and Schizophrenia
by **Charles E Boklage** (*East Carolina University, USA*)

It is not okay to call something a miracle without even trying to understand it. This is human developmental biology (human embryology, in terms of cells and molecules) for everyone curious enough to see it through, from the perspective of the business of becoming human — as individuals and as species; making new humans; how it happens (cells do it, ALL of it); and common variations of the process.

In this book, when technical terminology is the only way, or the best way, to say what needs to be said, it is defined and explained — making the words a worthwhile part of what is here to be learned.

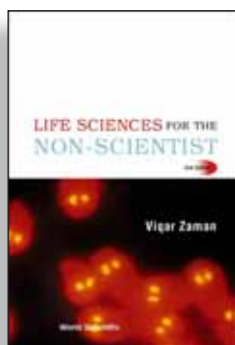
504pp
978-981-283-513-0(pbk) Mar 2010
US\$55 £36

INTERNATIONAL COMPLETE COLLECTION OF R&D INFORMATION ABOUT TRADITIONAL CHINESE MATERIA MEDICA AND BIOTECHNOLOGY ENTERPRISES

edited by **Zhengsong Zhan** (*Academy of Military Medical Sciences, China*)

The International Complete Collection of R&D Information about Traditional Chinese Materia Medica (TCMM) and Biotechnology (BT) Enterprises is designed as an informative medicinal reference directory listing of up-to-date R&D information about TCMM, medical biotechnology, and related medical equipment companies. The focus of this valuable and practical directory is on providing a comprehensive coverage of the most recent developments in scientific research, patents and major products of about 3,000 companies from 50 countries covering the five continents: Asia, Europe, America, Africa and the Oceania.

900pp
978-981-4291-56-9 Jun 2010
US\$180 £119

**LIFE SCIENCES FOR THE NON-SCIENTIST**

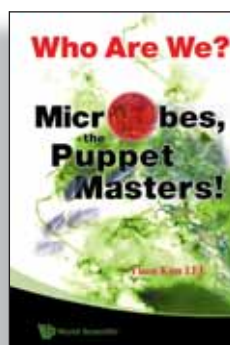
2nd Edition

by **Viqar Zaman** (*Former Head of Department of Microbiology, National University of Singapore*)

As diverse as they are interesting, the issues within the life sciences never fail to impress and stir controversy among the lay public. In a field that too often presents the general reader with challenging and confusing material, this book provides a breath of fresh air: a readable, standalone collection of essays that navigate the complex terrain of cells, cloning, and Mad Cows.

The second edition of this popular book is thoroughly updated with the latest issues, information, and statistics in the same readable and vividly illustrated format. A new chapter on organ transplantation looks at advances in immunology and the discovery of immunosuppressive drugs, which have contributed significantly to the success rate of these surgeries. Another new section tackles the fascinating subject of heredity, considering its historical background and Mendel's discoveries, genetically determined diseases, and the importance of genetic counseling.

256pp
978-981-256-282-1(pbk) Jun 2005
US\$43 £22

**WHO ARE WE? MICROBES, THE PUPPET MASTERS!**

by **Yuan Kun Lee** (*National University of Singapore*)

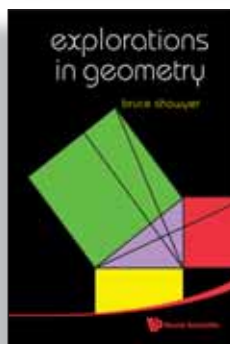
Our genome is littered with scraps of DNA, termed "junk" DNAs, that serve no apparent purpose. Junk DNAs make up as much as 98.5% of our genome. Scientists believe that some junk DNAs came into existence millions of years ago, when viruses

inserted their DNA into that of the human host. There is emerging evidence that suggests that these bits of microbial DNAs may alter our functional genes, impacting our body physiology and behavior.

We have been invaded by "body snatchers" and they are part of us! We could postulate that we are carrying a large number of DNAs that serve only the DNAs, and we are just a small part of the big picture! There is ample scientific evidence to suggest that, even today, free-living microbes are still manipulating our behaviour and our life at large. They are thriving on our wet skin, in our mouth, and in our intestinal and vaginal tracts. We are perhaps not quite what we think we are.

96pp
978-981-283-560-4(pbk) Dec 2008
US\$24 £14

MATHEMATICS

**EXPLORATIONS IN GEOMETRY**

by **Bruce Shawyer** (*Memorial University of Newfoundland, Canada*)

This book covers the basic topics in geometry (including trigonometry) that are accessible and valuable to senior high school and university students. It also includes materials that are very useful for problem solving in mathematical competitions, from

relatively easy to advanced levels, including the International Mathematical Olympiad.

Contents: Basic Euclidean Geometry Trigonometry including Hyperbolic Functions Concurrency and Collinearity Results Circumcircle Inradius and Semi-Perimeter Formulae Conic Sections Constructability including Some "Folk Theorems" Less Known Recent Results including the Broken Chord Theorem Splitter and Cleavers, and Remarkable Concurrences

Readership: High School and university undergraduate students.

318pp
978-981-4295-85-7 Mar 2010
US\$54 £36
978-981-4295-86-4(pbk) US\$28 £18



Mathematical Olympiad Series



Mathematical Olympiad Series - Vol. 1

A FIRST STEP TO MATHEMATICAL OLYMPIAD PROBLEMS

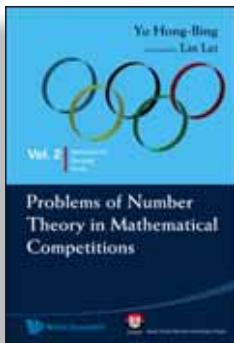
by **Derek Holton** (*University of Otago, New Zealand*)

The material contained in this book provides an introduction to the main mathematical topics covered in the IMO, which are: Combinatorics, Geometry and Number Theory. In addition, there is a special emphasis on how to approach unseen questions in

Mathematics, and model the writing of proofs. Full answers are given to all questions.

Though A First Step to Mathematical Olympiad Problems is written from the perspective of a mathematician, it is written in a way that makes it easily comprehensible to adolescents. This book is also a must-read for coaches and instructors of mathematical competitions.

292pp **Jul 2009**
978-981-4273-87-9(pbk) **US\$35** **£26**



Mathematical Olympiad Series - Vol. 2

PROBLEMS OF NUMBER THEORY IN MATHEMATICAL COMPETITIONS

by **Hong-Bing Yu** (*Suzhou University, China*) & translated by **Lei Lin** (*East China Normal University, China*)

Number theory is an important research field of mathematics. In mathematical competitions, problems of elementary number theory occur frequently. These problems use little

knowledge and have many variations. They are flexible and diverse. In this book, the author introduces some basic concepts and methods in elementary number theory via problems in mathematical competitions. Readers are encouraged to try to solve the problems by themselves before they read the given solutions of examples. Only in this way can they truly appreciate the tricks of problem-solving.

116pp **Sep 2009**
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Mathematical Olympiad Series - Vol. 4

COMBINATORIAL PROBLEMS IN MATHEMATICAL COMPETITIONS

by **Yao Zhang** (*Hunan Normal University, P R China*)

This book focuses on combinatorial problems in mathematical competitions. It provides basic knowledge on how to solve combinatorial problems in mathematical competitions, and also introduces important solutions to combinatorial problems and some typical problems with often-used solutions. Some enlightening and novel examples and exercises are well chosen in this book.

With this book, readers can explore, analyze and summarize the ideas and methods of solving combinatorial problems. Their mathematical culture and ability will be improved remarkably after reading this book.

250pp **Jun 2010**
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SELECTED PROBLEMS OF THE VIETNAMESE OLYMPIAD (1962 TO 2008)

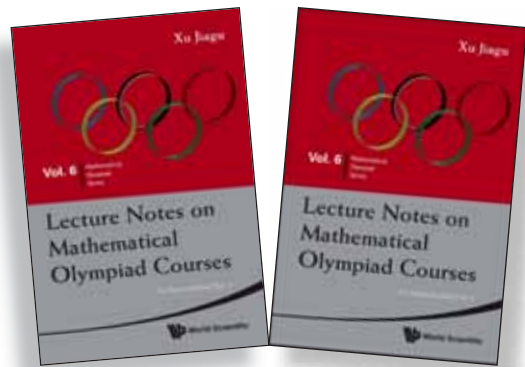
Vietnamese Mathematical Olympiad

by **Hai Chau Le** (*Ministry of Education and Training, Vietnam*) & **Hai Khoi Le** (*Nanyang Technological University, Singapore*)

Vietnam has actively organized the National Competition in Mathematics and since 1962, the Vietnamese Mathematical Olympiad (VMO). On the global stage, Vietnam has also competed in the International Mathematical Olympiad (IMO) since 1974 and constantly emerged as one of the top ten. To inspire and further challenge readers, we have gathered in this book selected problems of the VMO from 1962 to 2008.

The book is highly useful for high school students and teachers, coaches and instructors preparing for mathematical olympiads, as well as non-experts simply interested in having the edge over their opponents in mathematical competitions.

300pp **Jun 2010**
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LECTURE NOTES ON MATHEMATICAL OLYMPIAD COURSES

For Junior Section

(In 2 Volumes)

by **Jiagu Xu** (*Former Professor of Mathematics, Fudan University, China*)

This book is based on the lecture notes of the mathematical Olympiad training courses conducted by the author in Singapore. Its scope and depth not only covers and exceeds the usual syllabus, but introduces a variety of concepts and methods in modern mathematics.

In each lecture, the concepts, theories and methods are taken as the core. The examples are served to explain and enrich their intension and to indicate their applications. Besides, appropriate number of test questions is available for reader's practice and testing purpose. Their detailed solutions are also conveniently provided.

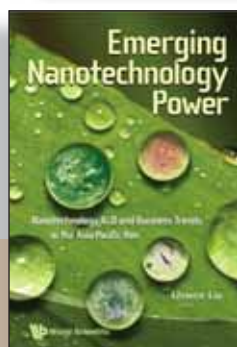
This book serves as a useful textbook of mathematical Olympiad courses, or as a reference book for related teachers and researchers.

Set
376pp **Dec 2009**
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Vol. 2
376pp **Dec 2009**
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NANOTECHNOLOGY AND NANOSCIENCE



EMERGING NANOTECHNOLOGY POWER

Nanotechnology R&D and Business Trends in the Asia Pacific Rim edited by **Lerwen Liu** (NanoGlobe Pte Ltd, Singapore)

"This is the most up to date and state-of-the-art authoritative book on the current and projected nanotechnology scene in the Asia Pacific Rim. It sheds light not only on focus areas but funding and infrastructural systems behind these massive projects."

Dr James Gimzewski

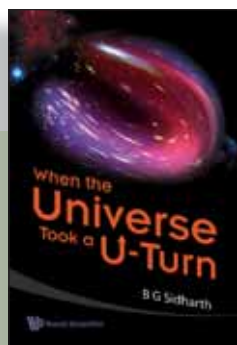
Elected Fellow of the Royal Society, UK and Director of Core Lab of California NanoSystems Institute, USA

The book provides an overview of the latest nanotechnology policy, infrastructure, research and development highlights and business trends in 13 economies including Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Singapore, Taiwan, Thailand and Vietnam.

With contributions from the top policy makers, government R&D institution executives and distinguished scientists from the 13 economies in the Asia Pacific region, this is the first book ever to provide comprehensive information and insights on Asian capabilities in nanotechnology. It will draw great interest from government policy makers, economists, academics, industry professionals, and investors who are engaged in strategy making, R&D, investment and business development in Asia.

436pp Jul 2009
978-981-4261-54-8(pbk) US\$58 £44

PHYSICS



WHEN THE UNIVERSE TOOK A U-TURN

by **B G Sidharth** (B M Birla Science Centre, Hyderabad, India)

"This book impressively summarizes in simple words, for any curious mind, a history of physics up to its current and widest challenges. Any reader interested in the foundations of physics will particularly enjoy the second part, where the author shakes some of the great theoretical temptations that may have plagued physics lately. Sidharth's plea against the totalitarian trend, even in physics, might be sketched as follows: reductionism must reach its ultimate goal by totally reducing itself, renormalization by renormalizing itself and superstring theory by strangling itself in order to open an era for physics more open and tolerant to new ideas, especially when those bring paths towards possible experimental refutation."

the totalitarian trend, even in physics, might be sketched as follows: reductionism must reach its ultimate goal by totally reducing itself, renormalization by renormalizing itself and superstring theory by strangling itself in order to open an era for physics more open and tolerant to new ideas, especially when those bring paths towards possible experimental refutation."

Dr Philippe Journeau
Head of Research, Discinnet Labs, Paris

This book addresses some of the baffling questions encountered at the final frontier of space and time related to particle physics and cosmology in the context of recent iconoclastic observations and developments. When particle physics stagnated in the early seventies, a new development emerged — String Theory.

200pp Sep 2009
978-981-4277-81-5 US\$58 £44



DID TIME BEGIN? WILL TIME END?

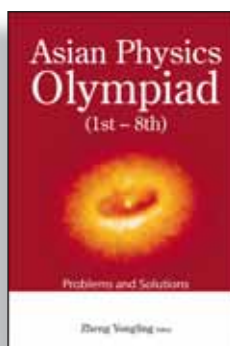
Maybe the Big Bang Never Occurred by **Paul H Frampton** (University of North Carolina, USA)

Although everyone is familiar with the concept of time in everyday life and has probably given thought to the question of how time began, recent scientific developments in this field have not been accessible in a simple understandable form. This book is important as it presents to readers current ideas about the role of time in theoretical cosmology.

Recent observational discoveries, especially that the expansion rate of the universe is accelerating, have revolutionized the understanding of the energy content of the universe. This development leads to new possibilities for the beginning and end of cosmological time. This book emphasizes the notion of entropy and describes how it is theoretically possible that the universe may end in a finite time or that time can cycle and never end.

Provided here is twenty-first century scientific knowledge, written by one of the world's most eminent theoretical physicists, that will better enable the public to discuss further the fascinating idea of time. It is ideally suited also for young people considering a career in scientific research.

116pp Sep 2009
978-981-4280-58-7 US\$28 £21

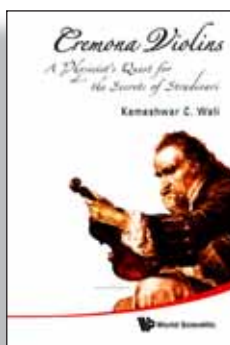


ASIAN PHYSICS OLYMPIAD (1ST-8TH)

Problems and Solutions edited by **Yongling Zheng** (Fudan University, China)

This book compiles all of the test problems and solutions from the 1st through the 8th Asian Physics Olympiad. Test questions of every paper consist of two parts, a theory section and an experiment section, before which minutes of teams and results of each competition are introduced. It is a rather desirable reference book for both students and teachers of international competition training as well as middle school student contestants.

320pp Oct 2009
978-981-4271-43-1(pbk) US\$45 £34



CREMONA VIOLINS

A Physicist's Quest for the Secrets of Stradivari (With DVD-ROM)

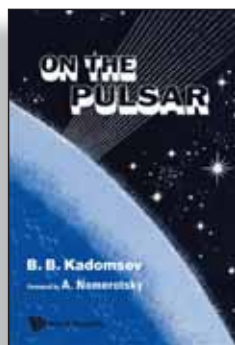


by **Kameshwar C Wali** (Syracuse University, USA)

Cremona violins occupy a unique and storied place in violin history. This book contains a brief account of that history — the rise and fall of the Cremonese art of violin making that dominated over two centuries. It is primarily devoted, however, to the physics behind violin acoustics, specifically the research of William F "Jack" Fry over the past several decades. The gradual evolution of his ideas leading to a holistic approach is chronicled, in sharp contrast to the conventional "reductionist" analysis. With rare insights, he has come closer than anyone before in reproducing the tonal qualities of the great Italian masters. This historic achievement makes the book extremely valuable for violin makers and violin researchers, enabling young and aspiring violinists to own excellent sounding instruments with the acoustical marvels of the old at affordable prices.

The accompanying video features Fry's demonstration of how and why minute changes in thickness graduations make predictable changes in tonal qualities of an instrument.

176pp Nov 2009
978-981-279-109-2 US\$49 £27
978-981-279-110-8(pbk) US\$35 £18



ON THE PULSAR

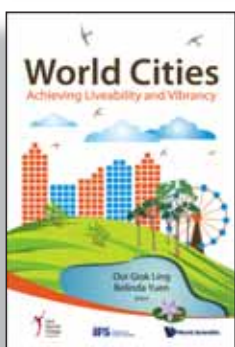
by **B B Kadomsev** (formerly of Russian Academy of Sciences) & foreword by **A Nomerotsky**

This book serves as a good introduction to the physics of pulsars by explaining the subject matter in simple terms which are understandable to both undergraduate physics students and also the general public. On the Pulsar links together ideas about physics, informatics and biology, and contains many original examples, problems and solutions. It starts with simple examples about the regular structures that are possible in strong magnetic fields and the author then suggests that special conditions on the pulsar can result in some forms of self-organization. It will also make a valuable teaching guide.

148pp
978-981-4289-72-6

Dec 2009
US\$28 £18

SOCIAL SCIENCES



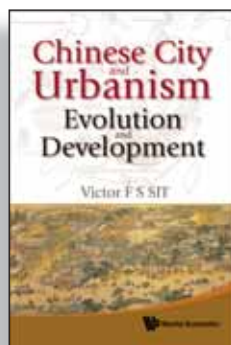
WORLD CITIES

Achieving Liveability and Vibrancy edited by **Giok Ling Ooi** (Nanyang Technological University, Singapore) & **Belinda Yuen** (National University of Singapore, Singapore)

How does a city make sound policy decisions on sustainability and governance while simultaneously promoting economic growth and development excellence? This book focuses on the major challenges that world cities are facing in such key areas as governance, social inclusiveness, infrastructural development, financial solvency as well as environmental and ecological sustainability. Based on case studies from cities in North America, Europe, and the Asia-Pacific, this collection of essays brings together some of the top academics, professionals and policymakers from the world over and presents their views on how to best strike the balance between growth and sustainability. The range of perspectives, ideas and depth of information makes this an invaluable resource for researchers, city planning professionals and policymakers in environment, urban development and urban economic planning.

336pp
978-981-4280-71-6

Aug 2009
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CHINESE CITY AND URBANISM

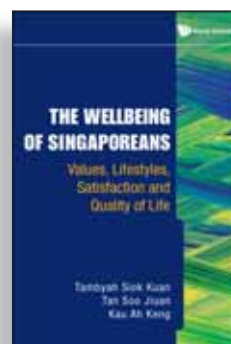
Evolution and Development by **Victor F S Sit** (Hong Kong Baptist University, Hong Kong)

The author has included in the volume over 100 maps and line drawings selected from his collection accumulated over 30 years as a university lecturer and researcher of urban geography and the Chinese city. They provide vivid and readily apprehensible illustrations for illuminating key points on the structure of the Chinese city and the geopolitical situation of China in major historical periods. They also add exquisite detail through graphic techniques to the textual treatment of the subject matters, and are in themselves visually appealing, adding unique dimension to the volume.

The volume targets a wide spectrum of readers, and will appeal to anyone interested in the culture and civilization, cities, urban planning and economic, philosophical, political and historical developments of China.

356pp
978-981-4293-72-3

Feb 2010
US\$52 £34



THE WELLBEING OF SINGAPOREANS

Values, Lifestyles, Satisfaction and Quality of Life by **Tambyah Siok Kuan** (National University of Singapore), **Soo Jiu Tan** (National University of Singapore) & **Ah Keng Kau** (National University of Singapore)

This book is part of the authors' continuing research on quality of life issues in Singapore. It builds on past research into the values and lifestyles of Singaporeans and focuses on their well-being. In addition, the findings of the 2006 Asia Barometer Survey (for Singaporean respondents) are presented; revealing comprehensive insights into their values, lifestyles, priorities in life, worries, life satisfaction, quality of life, etc. Selective comparisons are also made with the other East Asian countries covered in the same survey, namely, China, Japan, South Korea, Taiwan and Vietnam.

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