The BIG IDEAS of LEE KUAN YEW
edited by Shashi Jayakumar & Rahul Sagar

“Lee Kuan Yew’s contributions to Singapore are well-known but his innermost thoughts and convictions have rarely been addressed by those who know him well. Would-be nation-builders, scholars and students alike will find much in this volume to spur further thought. The essays here represent a valuable start in understanding the ideas that have shaped Singapore.”

WANG GUNGWU,
Chairman of the Lee Kuan Yew School of Public Policy;
Professor, National University of Singapore;
Emeritus Professor, Australian National University

Lee Kuan Yew was born in 1923, a time when Singapore was under British rule. After experiencing the Japanese Occupation of Singapore, he travelled to England to study Law.

Mr Lee’s legal career in Singapore was marked by increasing political involvement. Together with a group of like-minded individuals, he formed the People’s Action Party (PAP) in 1954. Following the PAP’s victory in the 1959 Legislative Assembly general elections, Mr Lee became the first Prime Minister of Singapore, at the age of 35. He held this position until 1990. After stepping down from the premiership, he remained in the Cabinet until 2011, serving as Senior Minister and subsequently as Minister Mentor.

Mr Lee oversaw Singapore’s transformation from a Third World country to a First World country. This remarkable achievement has long prompted admiration and debate. This volume makes a distinctive contribution to our understanding of Mr Lee’s legacy because for the first time the men and women who worked closely with him have come together to discuss his ideas. The resulting essays shed valuable light on a wide range of topics including law and politics, society and economics, and governance and foreign affairs.

THE AUTHORS:
Chan Heng Chee
Chan Sek Keong
Janadas Devan
Heng Swee Keat
Peter Ho
S Jayakumar
Bilahari Kausikan
Kishore Mahbubani
SR Nathan
Seng Han Thong
Yong Ying-I

THE EDITORS:
SHASHI JAYAKUMAR is a member of the Administrative Service of Singapore and Deputy Head of the Centre of Excellence for National Security at the S. Rajaratnam School of International Studies at Nanyang Technological University.

RAHUL SAGAR is Associate Professor at Yale-NUS College and the Lee Kuan Yew School of Public Policy. Previously he was Assistant Professor of Politics at Princeton University. He is the author of Secrets and Leaks, published by Princeton University Press.
The Battle for Merger charts the crucial years of 1961–1962, when the PAP government was in a precarious position and the future of Singapore was hanging in the balance. This commemorative book retains the authenticity of the transcripts of Lee Kuan Yew’s twelve radio talks and appendices, which are exact reproductions of the original 1962 edition. Complete with nostalgic photographs of historical events as well as painstaking reproductions of secret letters and codes, this book also includes new material to give a comprehensive coverage on the intriguing subject of merger.

This publication contains the following:
1. A new message from Lee Kuan Yew that reveals the former prime minister’s hindsight on merger
2. A comprehensive essay by Associate Professor Albert Lau that provides the historical background to merger
3. Concise notes to key players, places and events
4. MP3 audio recordings of the twelve radio talks in English, Mandarin and Malay

The battle for merger is a story worth retelling. This book is for all who want to understand what was at stake during those tumultuous times. Reading this would be akin to reliving the sensational moments created by Lee Kuan Yew’s timely revelations during the twelve radio broadcasts. It tells of how the Old Guards stood up and fought back against the communists and later the communalists, of how they refused to be cowed and thus won the confidence of that generation, which went on to help build modern Singapore.

The Battle for Merger is a publication of the National Archives of Singapore and Straits Times Press.
“Your articles have a good balance of keen analytics, observation and empathy for the failings of human nature.” — LOH CHIN HUA, CEO, Keppel Corp

“Hooi Ling’s column is a must read for fellow CFAs …given her depth and width of financial analysis.” — TAN CHIN HWEE, President, CFA Singapore

Show Me The Money is all about learning how to grow your money. In easy-to-understand language, Teh Hooi Ling brings to both layman and seasoned investor important economic concepts and the investment strategies of the world’s leading financial experts. Using real data, Teh shows you how these strategies would have worked in the Singapore market over the years and signposts the lessons to learn and pitfalls to avoid. Given the cyclical nature of the market, the insights she shares are perennial gems.

More than that, Show Me The Money teaches you how to invest in stocks that are most likely to grow in value, how to balance your portfolio so that you have little to fear whatever happens in the market, and how to be ready for the next bull market.

CONTENTS:

Basic Concepts: A board game that reflects the real world • Don’t be fixated on high returns • Why we ignore, overlook or underestimate risks • Living with risks in a random world • A key life skill that schools don’t teach

The Numbers: Wise investors let compounding work its magic • Getting good returns without too much risk • Balancing the amount of liquidity held • Watch the PE when valuing a company • In buying low PE stocks, beware of value trap • Price-to-book worth a look • Gems amid poor market sentiment • Dividends do grow faster than inflation • Taking a long-term view pays

Market Timing: How to win at a winning game • Time the market based on valuations, not news flows • Charting stock performance

Asset Allocation: Diversified versus focused approach to investing • Debunking the “safe instrument for retirement” myth • A portfolio that lets you sleep at night • How profitable is a bullet-proof portfolio? • Spread funds over different asset classes • Of cash, gold and stocks • Taking the measure of real private property price rises • Stocks outpace property market since the global financial crisis • Equities: an ugly asset that’s here to stay

Macro Concepts: A matter of yields • Brace for poor returns as inflation rises • A history of market bubbles and crashes • Six questions to consider before investing • How money grows in Singapore • Putting in perspective the interest in rates

Market Valuation: Property bubble? Read the numbers • Stock returns in a slow-growth world • The role of forex in stock investing

Psychology of Investing: Insights into successful investing • Stock investing: It’s all about the process

Financial Instruments: In Reits we trust? • The Reit myth busted • The pros and cons of rights issues in Reits • Time to tighten rules for business trusts? • Preference shares: are they to be preferred? • Choosing funds that outperform markets • Not all ETFs are created equal • “Toxic convertibles” hit Chinese firms

THE AUTHOR:

Teh Hooi Ling is Head of Research and Executive Director of Aggregate Asset Management, a Singapore registered fund manager that runs a no-management fee Asia value fund. Prior to this, Teh had an illustrious 22-year career in journalism at The Business Times, a newspaper of the leading media organisation Singapore Press Holdings. She started her widely followed investment column “Show Me The Money” in 2002, with the aim of providing investors with incremental insights into the market. Every week for 12 years, she delivered relevant and insightful articles to her readers, who range from rookie investors to seasoned professionals to CEOs and CFOs of public-listed companies. She has fan mail coming from as far as the United States, France, Kuwait and Australia. Teh was recognised as the Securities Investors Association of Singapore’s Investor Education Journalist in 2009, 2011 and 2013. Teh has a Bachelor of Business Administration and Master of Science in Applied Finance degree from the National University of Singapore. She is a CFA Charterholder.
Peranakan Snacks & Desserts

By Julie Yee

ISBN 978 981 4516 22 8
Publication date October 2014
Retail Price S$34.25
Special Price $ 29.00
(Valid till 30-Nov 2014)
Prices inclusive of GST
Format 255 x 210 mm (Portrait)
144 pp

About the Book
An essential component of the cuisine, Peranakan snacks and desserts delight with their various shapes, colours, tastes and textures.

The four sections, Nyonya kuehs and sweet treats, cakes, tarts and cookies, savoury snacks and hot and cold desserts, contain classic Peranakan gems like ondeh ondeh, sugee cookies, Nyonya sweet rice dumpling and bubur cha cha as well as modern adaptations such as walnut cake with chocolate rice, red bean kee chang soup and gula melaka coconut tarts.

With easy to follow step-by-step recipes that are adapted for the modern kitchen, Chef Julie Yee makes these irresistible snacks and desserts more accessible for the busy home cook.

Delight your family and friends with a special treat today.

About the Author
Chef Julie Yee spent much of her childhood helping her grandmother make Peranakan pastries for sale and cooking for the extended family on weekends. Her passion for Peranakan cooking stems from this early introduction to the cuisine and she enjoys experimenting to find more efficient ways to prepare traditional dishes for the modern kitchen.

After graduating from the National Institute of Education (NIE) as a Home Economics teacher, Chef Julie went on to take a diploma in baking and continually works on improving her skills by taking up professional courses such as Advanced Bread Making, Petits Fours and Cake Decoration and Modern French Pastries.

Chef Julie has been running Julie’s Baking Lab for more than a decade and conducts lessons at culinary school ToTT. She also contributes recipes regularly to Lianhe Zaobao.

• Julie Yee runs Julie’s Baking Lab, a popular cooking school with hands-on workshops and cake-making and bread-making courses and also conducts lessons at culinary school ToTT

• Julie is often featured in newspapers and magazines. She also contributes recipes to Lianhe Zaobao

• 52 recipes for traditional Peranakan snacks and desserts, including kuehs, buns, cakes and cookies

• Easy-to-follow step-by-step instructions made convenient for the busy generation

• Delight your family and friends with a special treat today
## 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>The Big Ideas of Lee Kuan Yew</td>
<td>9789814342797</td>
<td></td>
<td>$25.50</td>
<td></td>
</tr>
<tr>
<td>The Battle for Merger</td>
<td>9789814342773</td>
<td></td>
<td>$29.50</td>
<td></td>
</tr>
<tr>
<td>Show me the Money</td>
<td>9789814342735</td>
<td></td>
<td>$20.00</td>
<td></td>
</tr>
<tr>
<td>Peranakan Snacks &amp; Desserts</td>
<td>9789814516228</td>
<td></td>
<td>$29.00</td>
<td></td>
</tr>
</tbody>
</table>

Above prices are inclusive of 7% GST
Special Prices valid till 30 Nov 2014
GST-Registration No: 19-9800475-N

## Contact Details

Name:  
Designation:  
Department:  
Tel:  
Mobile:  
Fax:  
Email:  
Signature:  

## Method of Payment

- Cheque SGD$ ________________ enclosed (made payable to UBS Library Services Pte Ltd)
- Bank Transfer to 110-23941-6 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)
- self-collect 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 #03-18, Singapore 318996
Tel: (65) 6353 6682   Fax: (65) 6353 6683
Email: sales@ubspress.com