

A NEW BOOK FROM
Straits Times Press
REFERENCE



ISBN: 978-981-4266-48-2
Size: 152 x 227 mm
More than 20 photographs
160pp, Limp with flaps, S\$22.00 (before GST)
Available at all leading bookstores
with effect from Nov 2009

FOR FURTHER INFORMATION, PLEASE CONTACT:

SHOVA LOH
Publishing Manager
Tel: (65) 6319 8342
Email: shovaloh@sph.com.sg

CLARA WONG
Marketing Et Operations Manager
Tel: (65) 6319 8346
Email: claraw@sph.com.sg

GERALDINE MESENAS
Book Editor
Tel: (65) 6319 8343
Email: gmesenas@sph.com.sg

Straits Times Press

A MEMBER OF THE
ENGLISH/MALAY NEWSPAPER DIVISION

Mezzanine Floor, Information Resource Centre
Level 3, Podium Block
Singapore Press Holdings
1000 Toa Payoh North
News Centre
Singapore 318994

Tel: (65) 6319 6319, Fax: (65) 6319 8258
Email: stpressbooks@sph.com.sg
Website: <http://www.sph.com.sg>



BUILDING A BUSINESS

The Secrets Shared!

"In the pursuit of their goals and dreams, each of this year's nominees has not only demonstrated immense courage and perseverance but has also made a significant impact on the economy. We hope that their unique stories and experiences will be your fountains of inspiration to draw from and ignite the entrepreneurial fire in you."

– Michael Ma, President, Spirit of Enterprise

"Collected in this book are a group of local entrepreneurs who selflessly share their own experiences, knowledge and insights with us and this publication comes at the most appropriate time when our people have had to face the economic challenges head on."

– N Varaprasad (Dr), Chief Executive, National Library Board

Building a Business: The Secrets Shared! is a compilation of experiences and tips from 117 nominees of the 2009 Spirit of Enterprise Awards. Each year, the Spirit of Enterprise (SOE), a non-profit, donor-funded Institution of Public Character (IPC), gives out the Spirit of Enterprise Awards to deserving entrepreneurs and their companies. The nominee list for 2009 consists of 117 people, each with a story to tell. This book showcases these entrepreneurs, who possess unwavering resilience to grow their businesses and keep their dreams alive in this current unpredictable economic environment. Learn the secrets of entrepreneurship and building a business, including:

- The Attributes required
- The Planning involved
- How to keep your Customers
- Staying Resilient
- Being Ambitious and Innovative
- The importance of the Team

The book also features previous winners of the award, including:

- Prof Christopher Chen – Christopher Chen Centre of Reproductive Medicine
- Steven Fang – Cordlife Pte Ltd
- Moe Ibrahim – 3 Degrees
- Andrew Kwan – Globalmatrix Holdings Pte Ltd
- Patrick Liew – HSR International Realtors Pte Ltd
- Michael Ma – IndoChine Group

Building a Business: The Secrets Shared! is a must buy for all start-up entrepreneurs.

About Spirit of Enterprise

Spirit of Enterprise was founded in 2002. Its mission is to cultivate an active entrepreneurial culture in Singapore by recognising the accomplishment of local entrepreneurs operating small and medium-sized businesses. It also seeks to inspire young Singaporeans, especially students, to become entrepreneurs by facilitating interaction, communication and knowledge dissemination between students, the entrepreneurs and the members of the general public. Spirit of Enterprise is funded by the private sector and is managed by an Executive Director. The Board of Governors consists of established entrepreneurs, corporate senior management, students and public service and political leaders.

SOE International – Established in Singapore in 2003, Mauritius in 2005, Vietnam in 2007 and China in 2008. The United States chapter was established in 2006 as a funding entity for all Spirit of Enterprise entities. SOE is exploring possible new entities in Malaysia and Thailand in 2009.