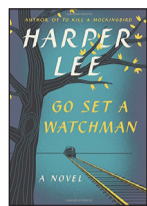


## Amazon best-sellers

## 1. GO SET A WATCHMAN: A NOVEL, by Harper Lee. (Harper, US\$27.99)



Set against the backdrop of the civil rights tensions and political turmoil that were transforming the South, Jean Louise's homecoming turns bittersweet when she learns disturbing truths about her close-knit family, the town, and the people.

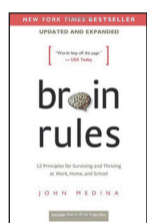
## 2. TO KILL A MOCKINGBIRD, by Harper Lee. (Grand Central Publishing, US\$8.99)



Set in the small Southern town of Maycomb, Alabama, during the Depression, the story follows three years in the life of 8-year-old Scout Finch, her brother, Jem, and their father, Atticus,

after the arrest and eventual trial of a young black man accused of raping a white woman.

## 3. BRAIN RULES: 12 PRINCIPLES FOR SURVIVING AND THRIVING AT WORK, HOME AND SCHOOL, by John Medina. (Pear Press, US\$15.95)



Dr John Medina, a molecular biologist, shares his lifelong interest in how the brain sciences might influence the way we teach our children and the way we work.

## 4. FIRST 100 WORDS, by Roger Priddy. (Priddy Books, US\$5.99)

There are 100 color photographs to look at and talk about, and 100 simple first words to read and learn, too.

## 5. BETWEEN THE WORLD AND ME, by Ta-Nehisi Coates. (Spiegel &amp; Grau, US\$24)

In a letter to his adolescent son, Coates offers a powerful new framework for understanding American history and current crisis.

## 6. DIVERGENT SERIES COMPLETE BOX SET, by Veronica Roth. (Katherine Tegen Books, US\$55.97)

The complete collection includes the full text of "Divergent", "Insurgent", and "Allegiant", plus a 48-page booklet!

## 7. GREY: FIFTY SHADES OF GREY AS TOLD BY CHRISTIAN, by EL James. (Vintage, US\$15.95)

The story sheds new light on the world of "Fifty Shades of Grey" through the eyes of Christian Grey.

## 8. THE LIFE-CHANGING MAGIC OF TIDYING UP: THE JAPANESE ART OF DECLUTTERING AND ORGANIZING, by Marie Kondo. (Ten Speed Press, US\$16.99)

Japanese cleaning consultant Marie Kondo takes tidying to a whole new level, promising that if you properly simplify and organize your home once, you'll never have to do it again.

## 9. TRANSFORMERS: THE COVENANT OF PRIMUS, by Justina Robson. (47North, US\$99.99)

"The Covenant of Primus" delves into the depths of Transformers mythology to reveal the backstory that's previously only been hinted at.

## 10. ADULT COLORING BOOK: STRESS RELIEVING PATTERNS, by Adult Coloring Book Artists. (Blue Star Books, US\$14.99)

This adult coloring book features over 45 lovingly detailed patterns.

## Recognition for modest hero

Jerry Harkavy

After surviving the Holocaust, including a year in a Nazi concentration camp, Tibor Rubín fought as a US Army infantryman in Korea, displaying the kind of raw courage associated with Hollywood war movies and going on to spend more than two years as a prisoner of war.

The bravery displayed by the Hungarian-born Jew in singlehandedly repelling an assault by hundreds of North Korean troops and capturing scores of enemy soldiers in a subsequent encounter went unrecognized for more than 50 years. His commanding officers recommended Rubín for the Medal of Honor, but his sergeant — a virulent anti-Semite — refused to send in the papers. The commanders were killed in combat and Rubín's acts of courage were forgotten.

That wrong was finally corrected in 2005 when a decades-long campaign involving soldiers who fought alongside Rubín and were with him in a POW camp came to fruition as President George W Bush presented the 76-year-old with the nation's highest award for valor.

"Single Handed" is a story of endurance, bravery and determination that rivals that of Louis Zamperini, the hero of Laura Hillenbrand's "Unbroken," the best-seller about a World War II aviator who survived 47 days on a life raft in the Pacific before being held captive and tortured in a Japanese prison.

At the behest of his parents, who perished in the Holocaust, Rubín tried to flee the Nazis but was stopped at the Swiss border and sent to the Mauthausen concentration camp. Starvation, disease and the ever-present threat of execution was rampant, but the 14-year-old stayed alive by stealing food leavings discarded by

guards. This, among other survival skills, stood him in good stead when he pilfered food for fellow POWs in North Korea.

Rubín was skeletally thin and barely conscious when American troops liberated Mauthausen and a compassionate army nurse helped him regain his health. He decided then that he wanted to emigrate to America, a dream that became reality after three years in a displaced persons camp.

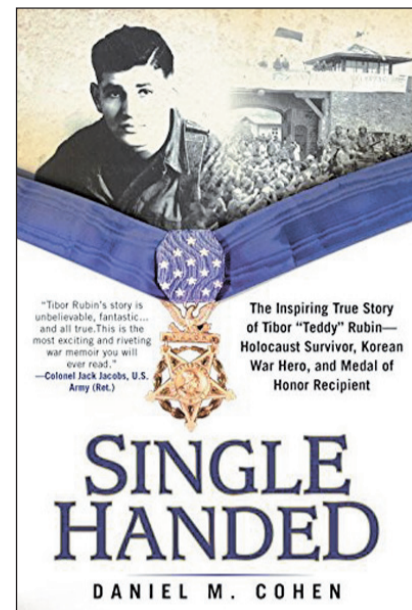
## Dangerous missions

He hoped to serve his new country by joining the army, but failed the admission test for lack of fluency in English. When he finally was accepted, he was sent to Korea at the outbreak of war in 1950 and fought to stave off the initial onslaught of Communist forces. His sergeant repeatedly "volunteered" Rubín for the most dangerous missions, an apparent attempt to get him killed.

Even after he was captured, Rubín inspired fellow POWs to keep up hope that they would survive the ordeal and return alive.

After his release, Rubín brushed his war experiences aside, started a family and went on with his life. But decades later he resumed contact with other soldiers who had been with him at the time and was persuaded to go along with their efforts to get the Department of Defense to recognize his bravery.

"Single Handed" concludes with the campaign on Rubín's behalf that finally ended when he received the much-deserved recognition he never sought. Readers cannot help but be inspired by this portrait of a good-humored and self-effacing man whose inner strength got him through ordeals most would find unimaginable.



SINGLE HANDED: The Inspiring True Story of "Teddy" Rubín — Holocaust Survivor, Korean War Hero, and Medal of Honor Recipient

By Daniel M. Cohen  
448PP, Berkley, US\$27.95

## Cooking up success in retail sector

Xu Qin

READ, learn and have fun seems to be the motto of John Hoerner. For "Recipes For Retailers," the title of his guide on how to find success in retail, is not just a metaphor — the book actually contains some of Hoerner's favorite recipes for readers who, like him, enjoy cooking.

The 76-year-old American-born retail guru says: "There are many similarities between good retailing and good cooking. Ingredients, quality of ingredients, proportions, timing, presentation, special qualities that make it different and appealing... It's more an art form than an exact science!"

In addition to the actual recipes printed at the end of the book, "Recipes For Retailers" seeks to provide the ingredients for retail success in its eight chapters, each addressing a key issue, such as customers, stores, marketing, strategy and people.

It begins with the person who is the boss; the customer.

"Rule No.1 says: When you get it right for customers, almost everything else works... When you don't get it right for customers, almost nothing else works!"

And it ends with people who make it right. "Good people are best motivated when they take full responsibility for their area — whatever that may be — this works at all levels of the business."

In 1987, Hoerner moved to Britain after being recruited by the Burton Group to run its Debenhams stores. He went on to run the Arcadia Group with 2,500 UK outlets, was chairman of the British Fashion Council and chief executive of Tesco clothing in the UK and Central Europe.

With 56 years of experience in the retail business, he has strong opinions. Customer loyalty, Hoerner claims, is a myth. What does exist is "familiarity" and "habit," he says. As long as customers are satisfied, they keep coming.

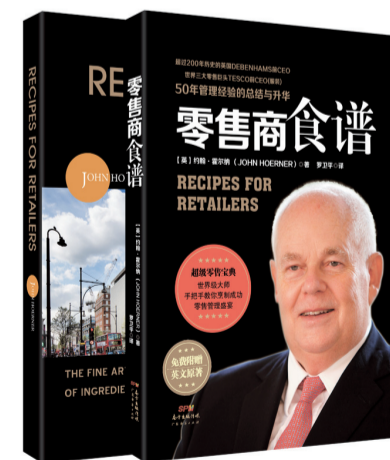
## Same essential rules

In our digital age, people no longer shop as their parents or grandparents did. However, the same essential rules still apply, says Hoerner.

How to attract more customers; how to create and maintain good relations with the public; how to communicate effectively with the local community; and how to evaluate standards of investment return. These are as true today as they ever were, he says.

"This is all about being good and enjoying life. Good people means good business, whether it is online or offline," Hoerner said at the China Europe International Business School in Shanghai recently.

"Recipes For Retailers" is available both in English and Chinese.



RECIPES FOR RETAILERS  
By John Hoerner  
266 pp, Guangdong Economy Publishing House, 48 yuan (US\$7.73)