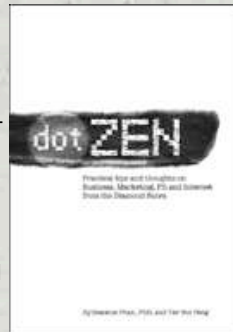


TABPI's Associate Director, Southeast Asia co-authors book on succeeding in the new economy

SINGAPORE -- The first ever business book from Asia Pacific by co-authors Dr. Seamus Phan and Ter Hui Peng, *Dot Zen*, shows their real-world business experience in helping Fortune 1000, high-tech and smaller businesses succeed through a holistic approach of business leadership, entrepreneurship, high-tech marketing, publicity, public relations (PR), managing people, and the smart use of the Internet.

This is NOT a book about religion, but a unique non-aggressive way of doing business, and succeeding in this new economy. *Dot Zen* presents an educational approach to Zen ideas, as well as hundreds of pages of action steps and insider's tips and secrets to growing a business through entrepreneurship, leadership, customer service, total quality, marketing, publicity, public relations, human resource management (HRM), ethics, and Internet technology.



Dot Zen has been featured and reviewed by Sydney Morning Herald (SMH), The Age Australia, NewsRadio 93.8 FM, Capital Radio 95.8 FM, Tele.com, Network Computing Asia, Action Community for Entrepreneurship (ACE), eMediaWire, eWorldWire, AlwaysOn Network, Press World, Buddhist News Network (BNN), and American Society of Business Publication Editors (ASBPE)'s Recommended Books List. Singapore-based Phan is currently TABPI's Associate Director, Southeast Asia. For more information on the book, [click here](#).