

Embargoed until November 12, 2011

Media contact:

Janet Pau, Program Director, Asia Business Council

[janetp@asiabusinesscouncil.com](mailto:janetp@asiabusinesscouncil.com)

+852-2899-2782

## **Through the Eyes of Tiger Cubs**

***Views of Asia's Next Generation***

By Mark L. Clifford and Janet Pau

Young Asian ideas from the Asia's Challenge 2020 essay contest are showcased in a new book, ***Through the Eyes of Tiger Cubs: Views of Asia's Next Generation***.

**Singapore** - A new generation is coming to power in Asia. Where their parents' lives too often were defined by hunger, war, and revolution, Asia's youth have grown up in the midst of the biggest economic boom in history. Today's young Asians are better-fed, better-educated, and have access to the world through the Internet in a way that would have been unthinkable at the time they were born. What are their worries, and what are their ideas for solving Asia's many challenges?

To answer these questions, the Asia Business Council, *Time*, and the Lee Kuan Yew School of Public Policy at the National University of Singapore sponsored a contest asking young Asians to choose Asia's most pressing ten-year problem and put forth solutions.

Nearly 400 contestants from 21 countries and economies answered the call. This book looks at the world through the eyes of these Tiger Cubs.

One set of challenges centers on Asia's people. More Asians than ever before are in school, but young Asians worry that educational systems lag the needs of tomorrow's economy. Despite high economic growth, many people are left behind. Tiger Cubs in South and Southeast Asia worry about too many people; many others, especially those in East Asia, worry about too few people and aging societies.

Another group of challenges involves Asia as a region. Environmental stress is growing. Governance is too often corrupt and inefficient. Armed conflict still simmers in too many places.

These key issues—and their solutions—are the heart of this book. It offers a unique perspective on Asia's challenges through the eyes of the generation that will be taking the reins of power.

Mark L. Clifford and Janet Pau of the Asia Business Council have combined essay excerpts with Council research to highlight young Asians' concerns. Along with excerpts from more than 80 essayists, the book includes winning essays. These are:

- *'I Have a Dollar. My Neighbor Has a Million'* by Sarabjit Singh from India
- *'Healthcare in Asia: A Roadmap for the Next Decade'* by Gemlyn George from India
- *'Asia's Challenge 2020: Getting the Basics Right'* by Rohit Pathak from India
- *'Decoupling from the West'* by Loh Su Hsing from Singapore

For more information about the book, visit: <http://www.asiabusinesscouncil.org/>

***Through the Eyes of Tiger Cubs: Views of Asia's Next Generation***

By: Mark L. Clifford and Janet Pau

Paperback, ISBN 978-1-118-09463-1

John Wiley & Sons US\$27.95 (224 pages)

In bookstores November 12, 2011 (Asia) and December 21, 2011 (U.S., Canada, Europe, and Australia)

For more info about the book, visit:

<http://as.wiley.com/WileyCDA/WileyTitle/productCd-1118094638.html>

**About the authors:**

**Mark L. Clifford** is executive director of the Hong Kong-based Asia Business Council. Before joining the Council in 2007, he spent 25 years in journalism, mostly in Asia.

Clifford previously was editor-in-chief of the *South China Morning Post*; prior to that he was publisher and editor-in-chief of *The Standard* and had senior positions with

*Business Week* and the *Far Eastern Economic Review*. Clifford is the recipient of numerous prizes for his reporting, including the Overseas Press Club Award for best foreign business reporting for his coverage, as part of a Business Week team, of the Asian financial crisis. He is an honors graduate of the University of California, Berkeley and was a Walter Bagehot Fellow at Columbia University in 1986-1987. He is a member of the Council on Foreign Relations. Mark can be contacted at:

[markc@asiabusinesscouncil.org](mailto:markc@asiabusinesscouncil.org)

**Janet Pau** is program director of the Asia Business Council, where she leads research, publications, and member initiatives on a variety of topics related to Asia's economic development and competitiveness. Before joining the Council, Ms. Pau was manager at A.T. Kearney's Global Business Policy Council in Washington, D.C., where she did strategy consulting projects for corporate and government clients around the world and co-authored a variety of the firm's flagship publications. She obtained a BA from Yale University and an MPP from Harvard University. Janet can be contacted at:

[janetp@asiabusinesscouncil.org](mailto:janetp@asiabusinesscouncil.org)

#### **About the Publisher:**

Founded in 1807, John Wiley & Sons, Inc. has been a valued source of information and understanding for over 200 years, helping people around the world meet their needs and fulfill their aspirations. Since 1901, Wiley and its acquired companies have published the works of more than 400 Nobel laureates in all categories: Literature, Economics, Physiology/Medicine, Chemistry, Physics and Peace.

Our core businesses include scientific, technical, medical and scholarly journals, encyclopedias, books, and online products and services; professional/trade books, subscription products, training materials, and online applications and websites; and educational materials for undergraduate and graduate students and lifelong learners. Wiley's global headquarters are located in Hoboken, New Jersey, with operations in the U.S., Europe, Asia, Canada and Australia. The Company's website can be accessed at <http://www.wiley.com>. The Company is listed on the New York Stock Exchange under the symbols JWa and JWb.

\*\*\* End \*\*\*