

# September's Destination of the Month China, Japan & Southeast Asia



Wandering in the bright streets of Shibuya in Japan, island-hopping around the Hundred Islands National Park in the Philippines, and rafting down the wondrous Yulong River in China; all this awaits you in Asia this September.

For a complete list of Lonely Planet titles to anchor your promotion, please see reverse side.

## OTHER SUGGESTED TITLES



### Cooking

*Morimoto* by Masaharu Morimoto  
*Pok Pok* by Andy Ricker  
*Burma* by Naomi Duguid

### Fiction

*Decoded* by Mai Jia  
*Norwegian Wood* by Haruki Murakami  
*Crazy Rich Asians* by Kevin Kwan  
*When the Elephants Dance* by Tess Uriza Holthe

### Armchair Travel

*The Japanese Tea Garden* by Marc Peter Keane  
*China* by Tom Carter  
*Borobudur* by John N. Micsic, Noerhadi Magestari, Jan Fontein, Timbul Haryono

### Memoirs

*Falling Leaves* by Adeline Yen Mah  
*Letters from Burma* by Aung San Suu Kyi  
*The Inland Sea* by Donald Richie

### History

*Indonesia, Etc.* by Elizabeth Pisani  
*Hong Kong* by Jan Morris  
*Hiroshima* by John Hersey  
*The Book of Tea* by Okakura Kakuzo

### Children's and YA

*Story of Ping* by Marjorie Flack  
*Boxers & Saints* by Gene Luen Yang  
*Sadako and the Thousand Paper Cranes* by Eleanor Coerr  
*Gecko's Complaint* by Ann Martin Bowler

## COMMUNITY EVENT IDEAS

- » **Movies to Watch:** *Jiro Dreams of Sushi*, *The Lady*, *Raise the Red Lantern*, *Lost in Translation*
- » **Reading Group Suggestions:** *The Thousand Autumns of Jacob de Zoet* by David Mitchell, *The Kitchen God's Wife* by Amy Tan, *Dream Jungle* by Jessica Hagedorn
- » **The Book of Tea Tea Party:** Host a tea party with a reading out of Okakura Kakuzo's book which explores the ways this beverage has influenced both Asian and Western cultures.

## TRIVIA for shelf talkers, in-store contests or social media feeds

1. **Which Thai dish is used by the country's government to promote its cuisine to the rest of the world?** (Answer: Pad thai)
2. **Mountains cover 80% of which archipelago country?** (Answer: Japan)
3. **Despite its large geographical size, which country has only one time zone?** (Answer: China)

After researching top travel trends for the year, Lonely Planet has chosen the following destination and key titles for this month's promotion.

To encourage your participation in our Destination of the Month program, we are offering **50% off and free freight on 10+ units**. Offer good on a single order, August 15 through August 30, for September promotions.

NOTE: New titles and editions are in bold



▲ **Table sign** (above)  
(8 1/2" x 11")



| ISBN                 | TITLE   | PUB DATE      | PRICE        | QUANTITY |
|----------------------|---|---------------|--------------|----------|
| 9781742208848        | Bangkok 11                                    | Sep-14        | 21.99        | _____    |
| 9781743213902        | Beijing 10                                    | Apr-15        | 22.99        | _____    |
| 9781743214336        | Burmese Phrasebook 5                          | Oct-14        | 9.99         | _____    |
| 9781742205571        | Cambodia 9                                    | Aug-14        | 27.99        | _____    |
| 9781743214015        | China 14                                      | May-15        | 34.99        | _____    |
| <b>9781743214343</b> | <b>China Phrasebook</b>                       | <b>Sep-15</b> | <b>12.99</b> | _____    |
| 9781743214053        | Discover China 3                              | Jul-15        | 27.99        | _____    |
| 9781743215845        | Discover Malaysia & Singapore 1               | Jul-13        | 25.99        | _____    |
| 9781742205748        | Discover Thailand 3                           | Sep-14        | 27.99        | _____    |
| <b>9781743607633</b> | <b>From the Source - Thailand 1</b>           | <b>Aug-15</b> | <b>24.99</b> | _____    |
| 9781743214732        | Hong Kong 16                                  | Jan-15        | 21.99        | _____    |
| 9781741798456        | Indonesia 10                                  | May-13        | 33.99        | _____    |
| <b>9781743216743</b> | <b>Japan 14</b>                               | <b>Sep-15</b> | <b>29.99</b> | _____    |
| 9781743214404        | Japanese Phrasebook 7                         | Mar-15        | 9.99         | _____    |
| <b>9781742209951</b> | <b>Kyoto 6</b>                                | <b>Aug-15</b> | <b>22.99</b> | _____    |
| 9781741799545        | Laos 8  | Feb-14        | 27.99        | _____    |
| 9781743603611        | Lonely Planet's Best Ever Travel Tips         | Nov-14        | 9.99         | _____    |
| <b>9781743609347</b> | <b>Make My Day Hong Kong 1</b>                | <b>Sep-15</b> | <b>9.99</b>  | _____    |
| <b>9781743607015</b> | <b>Make My Day Tokyo 1</b>                    | <b>Apr-15</b> | <b>9.99</b>  | _____    |
| 9781741798470        | Malaysia Singapore & Brunei 12                | May-13        | 26.99        | _____    |
| 9781742205755        | Myanmar (Burma) 12                            | Jul-14        | 29.99        | _____    |
| 9781743219102        | Not For Parents Asia 1                        | Oct-13        | 14.99        | _____    |
| 9781743214275        | Not For Parents China 1                       | Oct-12        | 14.99        | _____    |
| 9781742207834        | Philippines 12                                | May-15        | 29.99        | _____    |
| 9781743216729        | Pocket Bangkok 5                              | Jun-15        | 13.99        | _____    |
| 9781741799620        | Pocket Beijing 3                              | Apr-13        | 13.99        | _____    |
| 9781743215609        | Pocket Hong Kong 5                            | Mar-15        | 13.99        | _____    |
| 9781743605141        | Pocket Kuala Lumpur 1                         | Jun-15        | 13.99        | _____    |
| 9781742200378        | Pocket Phuket 3                               | Jul-13        | 13.99        | _____    |
| 9781741799637        | Pocket Shanghai 3                             | Apr-13        | 13.99        | _____    |
| 9781742208954        | Pocket Singapore 4                            | Feb-15        | 13.99        | _____    |
| <b>9781743216798</b> | <b>Pocket Tokyo 5</b>                         | <b>Aug-15</b> | <b>13.99</b> | _____    |
| 9781743215715        | Shanghai 7                                    | Apr-15        | 22.99        | _____    |
| 9781743210017        | Singapore 10                                  | Feb-15        | 23.99        | _____    |
| 9781742207537        | Southeast Asia 17                             | Aug-14        | 29.99        | _____    |
| 9781743210192        | Southeast Asia Phrasebook 3                   | Sep-13        | 9.99         | _____    |
| 9781742205809        | Thailand 15                                   | Jul-14        | 29.99        | _____    |
| <b>9781743214527</b> | <b>Thai Phrasebook 8</b>                      | <b>Sep-15</b> | <b>9.99</b>  | _____    |
| 9781742207384        | Thailand's Islands & Beaches 9                | Jul-14        | 24.99        | _____    |
| 9781743219768        | World's Best Spicy Food, The 1                | Mar-14        | 19.99        | _____    |
| 9781742205939        | World's Best Street Food, The 1               | Mar-12        | 19.99        | _____    |
| <b>9781742208831</b> | <b>Tokyo 10</b>                               | <b>Aug-15</b> | <b>21.99</b> | _____    |
| 9781742205823        | Vietnam 12                                    | Jul-14        | 27.99        | _____    |
| 9781742205830        | Vietnam, Cambodia, Laos & Northern Thailand 4 | Aug-14        | 27.99        | _____    |
| 9781743214367        | Vietnamese Phrasebook 6                       | Sep-13        | 8.99         | _____    |
|                      | Asia Table Sign (8 1/2 x 11)                  |               | GRATIS       | _____    |

Please clearly indicate on your purchase order that you would like the "Destination of the Month Promotion." If you are submitting via EDI, please notify us in advance by emailing [customerservice@lonelyplanet.com](mailto:customerservice@lonelyplanet.com).

Account Name: \_\_\_\_\_  
Address \_\_\_\_\_

Account #: \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_



**TO ORDER:**  
**Toll Free:** (800) 275-8555  
(9am to 5pm Pacific Time)  
**24-hour fax:** (510) 893-8563  
**Email:** [customerservice@lonelyplanet.com](mailto:customerservice@lonelyplanet.com)

**Office address:**  
Lonely Planet Publications  
150 Linden Street  
Oakland, CA 94607  
[www.lonelyplanet.com](http://www.lonelyplanet.com)

**Visit Lonely Planet on  
Edelweiss for more  
Destination of the Month  
content and ideas.**