

Top Selection



**Quak Hiang Whai**

**“No comments and don’t quote me!”**  
Media Fiascos, Crises and Lessons

**Asian** governments and companies are just not getting it. While they may pay lip service to the importance of media relations, many government and corporate leaders are not putting their money where their mouths are. As a result, many are being punished unnecessarily by their own press mismanagement.

In this delightful book filled with unpublished media stories and useful practical tips, veteran journalist and spin doctor Quak Hiang Whai serves up some of the most spectacular media crises, fiascos and lessons culled from his two decades of media experience. He also shares some of the positive impressions of astute political and corporate leaders who have shown the way in taming the media tiger.

Through colourful anecdotes, Hiang Whai offers his media management philosophy and methods to both media managers and their bosses on how they can better organise themselves and manage their media relations. In his final analysis, the author warns that non-engagement is not an option for any modern leader. Public and private organisations can achieve so much more in what they do with just a little more focus, resources and efforts on the media management front.

Recommended Retail Price **S\$25.00** | Singapore & Malaysia  
 Recommended Retail Price **US\$25.00** | Rest of the World {Overseas postage applies}  
 e-Book version available in mid-2011  
 ISBN13: 978-981-08-3684-9 | No. of Pages: 208 pages | 210mm x 140mm |  
 Enquiry: publisher@writeeditions.com  
 Published by Write Editions | writeeditions.com

About the Author

**Quak Hiang Whai** is a veteran journalist and a former news editor of *Business Times*. He has worked in print and television media with news conglomerate Singapore Press Holdings, spending six years heading the Hong Kong bureau for *Business Times* covering the Greater China region. Hiang Whai left journalism after 17 years to join Singapore’s United Overseas Bank Group as head of group communications and investor relations divisions.

He holds a Bachelor Degree in Business Administration from the National University of Singapore and a Master Degree in Public Administration from the Lee Kuan Yew School of Public Policy. He is currently the Deputy Editor of TODAY newspaper, second largest circulating English newspaper in Singapore, media consultant and trainer. He has also consulted for both government and private organisations.



Praise for *No Comments and Don’t Quote Me*

**“A handy guide that every corporate communications department and PR agency must have as a must-read for its staff.”**

**P N Balji**

Director, Asia Journalism Fellowship

**“I would recommend the book to everyone studying Public Relations.”**

**Dr May O. Lwin**

Division Head & Associate Professor  
 Nanyang Technological University

**“This book is long overdue.”**

**Conrad Raj**

Editor-at-Large, TODAY Newspaper