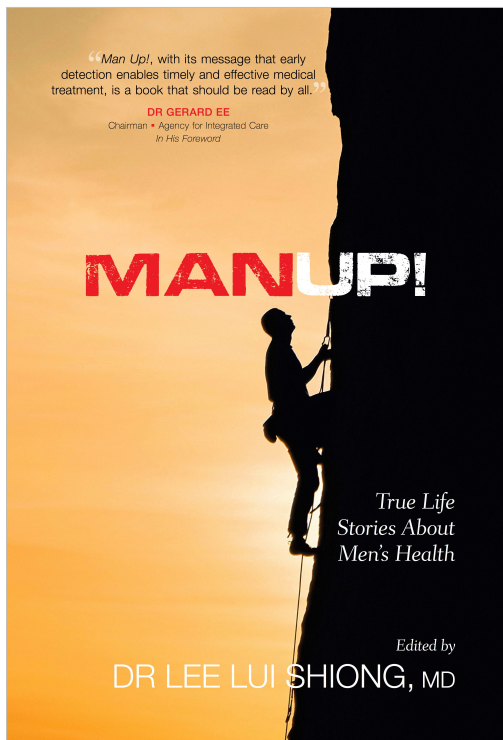


RELEASE 2025



Dubbed a first-of-its-kind book on men's health, and a rare gem among health books, *Man Up!* offers blow-by-blow, no-holds-barred true life accounts of men facing serious medical conditions, particularly cancers. Deeply poignant, insightful and powerful, it explores the realities of men's health and how individuals and their families find strength in confronting adversities.

Narrated with a delicate balance of sensitivity and candour, this compendium of personal health battles sets itself apart by delving into Asian men's unique bio-psycho-sociocultural-medical challenges. Each story is accompanied by medical insights and commentaries, shared notably by distinguished oncologists, healthcare specialists and experts, with explanation of the various types of cancers and possible treatment options.

The book title *Man Up!* symbolises one's spirited attempt to maintain hope towards achieving a favourable outcome. Collectively, it challenges societal taboos and promotes proactive health conversations. All this makes the book an essential and resonant read for anyone seeking perspectives, resilience and inspiration.

Recommended Retail Price: SGD33.00 [paperback] | Singapore & Malaysia
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ASSOC PROF LEE LUI SHIONG is Senior Consultant and Head, Department of Urology, Sengkang General Hospital (SKH). As a specialist surgeon in urological cancers, he has spearheaded the development of robotic surgery for bladder cancer and one-stop multi-disciplinary clinics for treatment of advanced prostate, kidney and testicular cancer in Singapore. Assoc Prof Lee was presented with the Clinician Exemplar Award in the 2024 Singapore Health Quality Service Awards, in recognition of his role as a strong proponent for improving patient outcomes and a driver of innovating clinical care. He is Site Director for the Singhealth Urology Residency Programme in SKH and in 2022, was recognised as an Outstanding Faculty Member. Concurrently, he is the President of the Singapore Urological Association.

ON *MAN UP!*

“*Man Up!*, with its message that early detection enables timely and effective medical treatment, is a book that should be read by all.

DR GERARD EE ■ Chairman, Agency for Integrated Care ■ *In His Foreword*

“A rare gem among health books, *Man Up!* offers firsthand testimonials from patients facing serious medical conditions, particularly urological cancers. It provides a deeply personal yet insightful look at how individuals and their families find strength amid adversity.

PROF CHRISTOPHER CHENG ■ Author, *I Thought I Knew*

Former CEO, Sengkang General Hospital & Senior Consultant, Singapore General Hospital

“Powerful and eye-opening; reading *Man Up!* is like purchasing an insurance policy for life – it equips men with the knowledge to take charge of their health before it is too late.

ISMAIL GAFOOR ■ Chairman and CEO, PropNex Limited