

Joe(Xiao)wei Daniel Li Newsletter

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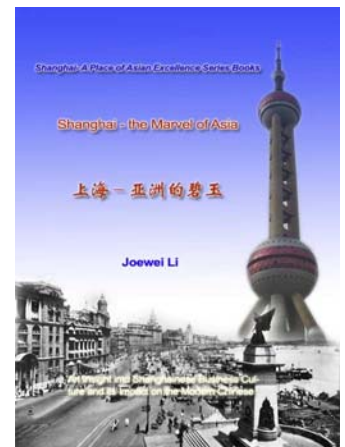
Celebration at the AoZoo Book Launch Event on 17th Oct

AoZoo Book Launch Event

On 17th of October, my book, Shanghai the Marvel of Asia was launched at an AoZoo Book Launch Event at the Wests Club in Ashfield. About ten writers attended this event, including members of the Australia China Friendship Society, members of Sydney Shanghai Friendship Society, and some writers who helped me with the proofreading. Some others provided their moral support, including apologies from NSW Premier Nathan Rees, Small Business Minister Steve Whan, and Chairman of Australia China Chamber of Commerce NSW, Michael Jones.

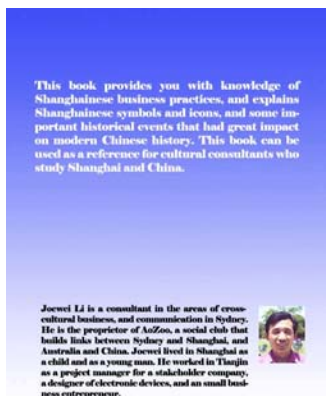
About Shanghai the Marvel of Asia

Shanghai the Marvel of Asia: An insight into Shanghainese business culture and its impact on the modern Chinese. This book is an insight into Shanghainese business culture and its impact on the modern Chinese, providing you with knowledge of Shanghainese business practices, and explains Shanghainese business practices, symbols and icons, and some important historical events that had great impact on modern Chinese history. This book can be used as a reference for cultural consultants who study Shanghai and China. It took me about two years to write, and one and a half years to publish it. Now it is available to be purchased at bookstores.



About the Author

Joewei Li (it is me) is a consultant in the areas of IT, cross-cultural business, and communication in Sydney. He is the proprietor of AoZoo, a social club that builds links between Sydney and Shanghai, and Australia and China. Joewei lived in Shanghai as a child and as a young man. He worked in Tianjin, China as a project manager for a stakeholder company, a designer of electronic devices, and a small business entrepreneur



For the stories behind this book, please read next page

Stories Behind Scenes

This book covers both high and popular cultures of Shanghai as well as China. I was able to write so because I had the chance to live in both popular and high cultural areas of Shanghai. In the 1967-1976 Great Cultural Revolution I had to leave my own family to live with my auntie's family, a very normal Shanghainese home in a Long Tang, an Alley of Shanghai, for a few years. Shanghai is the only city of China that has its unique long history of Long Tang in that Alleys in different areas and locations have their own local norms, traditions and cultures. Those experiences plus my other ones, such as my short stays in the Chong-ming Island with my old brother when he worked as a Zhi-Qing (high-school leaver) farmer of the Island, in Feng-xian with my father when he worked as a farmer of this seashore county as a person who needed Gai Zhao (reeducation) plus my Middle School Go TO Rural exercises in the Qing-pu Country, and my overall living experience at my home in the Xuhui District, the Shanghai high cultural area of the former French Concession between the 1960s and 1970s....enabled me to look back to write from a third party perspective and to support the conclusions that this book provides.



The AoZoo Book Launch Event on 17th Oct

The reason I wrote this book was that I found a fact that most people who I knew of, Australians, Chinese Australians who had lived in Australia for a long time and even those who were regarded as Chinese experts, as well as a significant amount of local Shanghainese who had lived in Shanghai, only possessed limited knowledge about what Shanghai was really like, and there was no book in the marketplace to provide some simple facts, such as why Shanghai is a culture centre of China, why it was the Wall Street of Asia etc, etc. Those facts had motivated me to write this book up as a reference for Australians. When writing this book, I had the support from a number of Australian native writers this book might appeal to.

Think About Next

I would like to share more information about Shanghai and Sydney with you, and to know some friends in both cities. This can be carried out by activities of AoZoo (at www.aozoo.com) , a club of my proprietary that builds links between Sydney and Shanghai, and Sydney Shanghai Friendship Group (Society) which is an incorporated Not for Profit association with the same view of building up friendship relationship and connections between Sydney and Shanghai.



Joewei (Daniel) Li

