General

# UMP launches 4 books at BBW

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A travelogue about the journey of Universiti Malaysia Pahang (UMP) students in building their business to success entitled ‘Saya Datang, Saya Lihat, Saya Takluk’ (I Come, I See, I Conquer) written by students of Entrepreneurship programme and the Entrepreneurship Centre was launched on 5 March 2020.

Four UMP books were launched during the Big Bad Wolf (BBW) Sale on 28 February until 9 March 2020 at the Sports Complex, UMP Gambang.

A book entitled ‘Achtung, Achso, Viel Spass!!’ is written by a UMP lecturer, Associate Professor Ir. Dr. Mohamad Rizza Othman and Mardhiyah Mat Hussin, featuring their bittersweet experiences in Germany.

‘Memimpin Yang Terpimpin’ regarding the model of talent and leadership for public universities is written by a lecturer from the Faculty of Industrial Management, Dr. Mohamad Rozi Hassan and Ismie Roha Mohamed Jais. Meanwhile, ‘Wonder of Oud’ is written by Dr. Puteri Fadzline Muhammad Tamyez, Dr. Fazeeda Mohamad, Associate Professor Dr. Cheng Jack Kie and Norul Amalina Sabri.

The event was officiated by the Director of Entrepreneurship Centre, Associate Professor Ts. Dr. Hadi Manap and the President of the Malaysian Book Publishers Association (MABOPA).

Also present were the Senior Manager at the Office of the Vice-Chancellor, Zainuddin Mat Husin, the Senior Publication Officer of SUARA UMP (formerly known as UMP Press), Muhammad Azli Shukri and Raymond Yeo Chin Hean from Kualiti Books Sdn. Bhd.

Big Bad Wolf (BBW) Sale saw a total of 250,000 books with attractive discounts and sold at as low as RM1.00.

According to Muhammad Azli, the organisation of BBW 2020 was the second time after an overwhelming response last year.

“The response from the first day has been very encouraging when visitors began to pour in as early as 9.00 am.,” he said.

He hopes that the community can grab the chances to visit this sale with families as there are many book selections for children and adults with reasonable discounts.

Besides, there were Science, Technology, Engineering and Mathematics (STEM) activities with the students from the Faculty of Mechanical and Automotive Engineering Technology and the presence of animation icons such as Ejen Ali and Boboiboy.

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