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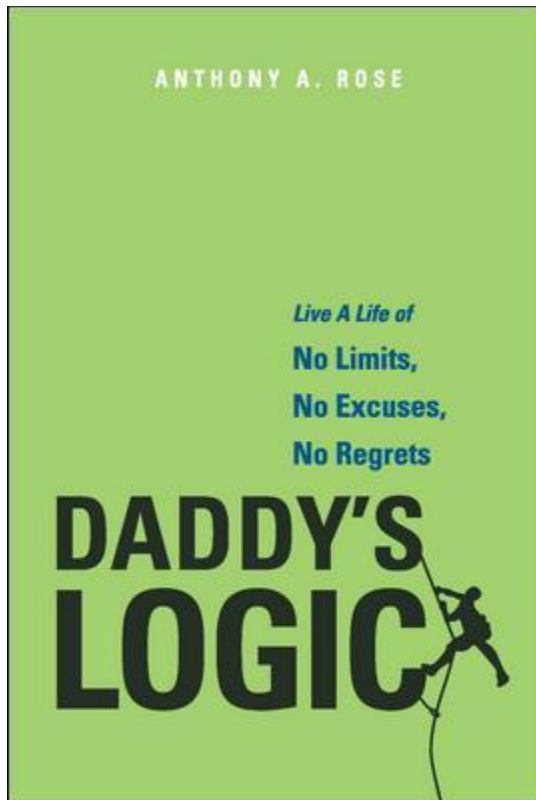
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Daddy's Advice For Life

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The roots of the book was planted in 2000 when Anthony A. Rose sat with his father, who was in his eighties and diagnosed with kidney failure, in the intensive care unit of a hospital in Mumbai.

The elderly man told Rose: “You and your two elder brothers are quite successful but you are not looking out after the family.”

That felt like a slap across his face, shared Rose at the launch of his book *Daddy's Logic—Live A Life of No Limits, No Excuses, No Regrets*, at Singapore Management University.

“Because here was my father, he was telling me that he was not happy with me as a son...I realised that I had been a terrible son,” said Rose, who took eight weeks off work to be with his father in his last days.

The elder Rose would share his life experiences and relive memories of his youth during their conversations. “When he passed away, I sat down and make notes of what he said,” said Rose. Rose, a leading corporate affairs and influencer marketing expert, finally started penning a book in 2008 when he realised he was reading a lot of books which are occupied by technical and sophisticated concepts whose “meaning was lost on” him.

“So I thought to myself: I should write a book of what my father taught me,” said Rose, who sponsored the Anthony Rose Inspirational Leadership in Corporate Communicate Award for SMU students.

And that is what makes Rose’s book stands out from the rest on the bookshelves. His book, a collation of 20 chapters of real-life experiences and anecdotes from people he has met, are based on the words of wisdoms from his father.

Having known and worked with many successful individuals such as John Pepper of the Walt Disney Company, Rose, a former executive at companies including Walmart, Procter & Gamble and GlaxoSmithKline, shares the formula of success which they use— and which he realised was not dissimilar to the simple logic of his father.

Each chapter in the book begins with an anecdote of a conversation between the father and son. Rose would then elaborate on the life lesson learnt from his father with interviews of people he has met over the years. He would then conclude the chapter with his personal thoughts and tips on the topic.

Rose did not only interview business executives for his book. The stories in his book include a beauty queen, mountain climber and janitor.

Rose also provided insight into how he acts on his father’s advice. One of the chapters in the book looked at how his father told him to be generous and never fail to give back. Rose, who aims to sell 10,000 copies of his book, has pledged to give all the royalties he collects to Habitat For Humanity Singapore— a a non-profit organisation with a mission to eliminate poverty housing worldwide.

It is estimated that the royalties will enable the organization to build four homes/shelters in Asia for the homeless.