

THIS IS SHANGHAI

What It's Like to Live in the World's Most Populous City by **ALEXANDER BARRETT**

Praise for author's previous work

“About *This is Portland: The City You've Heard You Should Like*:

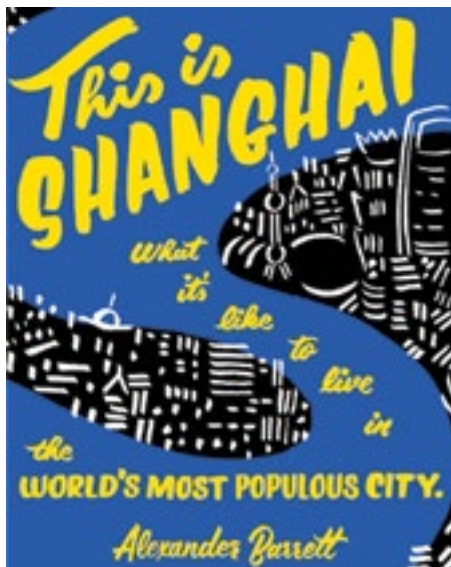
“If you're a newcomer to Portland, it's the letter home you're too busy to write. If you're an old-time resident, it's a look into what those green-haired, skinny-jeaned young people are up to.” —Portland Monthly

“This book is earnest, good looking and a great read: Just like the Portland I love.” —Sam Adams, former mayor, City of Portland

“This is a very nice book about a very nice town by a very nice boy.” —Joe Randazzo, stand-up comedian and former editor, Onion

“Thirteen insightful, funny, beautifully written short essays on what makes Portland Portland. And it looks bad ass.” —Andrew Dickson, actor and advertising director, Wieden+Kennedy

“Great little insights into such things as rain, Portland's nicknames, food carts, bands, Portland drivers, strip clubs, tattoos, tater tots, snow, bikes, beer and much more. Really, you should just read it.” —Mikel Kelly, Portland Metro



This is Shanghai is a first hand account of expat life in China's (and the world's) largest city. Like a guidebook, it helps newcomers and visitors discover the city; but instead of making quickly-outdated lists of restaurants and museums, Alexander Barrett takes you on a tour of the essential facets of existence in Shanghai. Follow him through the sometimes incredibly old, sometimes futuristic, and often just plain strange sights, sounds, and experiences he's come across in the first year of exploring the city. With its light, humorous style and sharp eye for those key details that explain the sprawling reality of a huge metropolis, this book is perfect for anyone who wants a friendly guide to Shanghai or just a window onto another, fascinating world.

Subject: Travel / Popular Culture

PUBLICATION: **November 10, 2015**

PRICE: **\$7.95**

ISBN: 978-1-62106-903-4

Format: Paperback 96 pages, 5.25x6.75”

Marketing Notes

1. Author's former book sold over 18,000 copies in the first year.
2. Fun, illustrated, and practical information about what it's like to move to and live in China. What to expect, what to watch out for, what to be really, really excited about.
3. Western immigration to China is on the rise, and the Chinese government has begun issuing ten year visas to American ex-pats, making
4. Author is a marketing professional and produces a series of viral humorous videos

Comparative Titles

- *Lonely Planet Shanghai* Damian Harper 9781741799019 \$22.99 Lonely Planet 2013
- *Streetwise Shanghai* 9781931257336 8.95 Streetwise 2014
- *DK Eyewitness Travel Guide: Beijing and Shanghai* Peter Neville 9780756695187 16.95 DK Travel 2013



Alexander Barrett is a writer and illustrator who is constantly baffled by the human experience. From his home in Shanghai, China, he uses ink and words to try to make sense of it all. He is rarely successful, but his work has appeared all over the internet, the streets, and the TVs of North America and Asia.

A small, charming, and innovative publishing house, **Microcosm Publishing** specializes in work designed to make the reader feel good about being alive, take an active role in bettering their life, and impact the world around them. Microcosm has developed a reputation for teaching self-empowerment, showing hidden histories, and fostering creativity through challenging conventional publishing wisdom, with books and bookettes about DIY skills, food, zines, and art.

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Distributed by Legato / Perseus (World) and Turnaround (England)
Direct sales: Microcosm Publishing | 2752 N Williams Ave. | Portland, OR 97227
microcosmpublishing.com | tim@microcosmpublishing.com | 503-232-3666

