

The Great Crossword Sale is Back!

Fabulous discounts on books at the first sale of the year. To add to the excitement, Crossword Book Rewards members also enjoy an exclusive 10% discount on regular books throughout the sale period.

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Crossword -India's leading lifestyle bookstore chain announces the first sale of the year, with fabulous discounts on books from the **19th of January** till the **3rd of February**.

There is truly something for everyone, with discounts on a variety of books ranging from **Fiction** (Bestseller author *David Baldacci's* page turner - **The Collectors** at only Rs. 199) to **Photography** (Celebrated photographer *Mirella Ferrera's* gorgeous and informative - **Peoples of the World** at 72% off), **Health** (Yoga guru *BKS Iyengar's* holistic guide - **Yoga: The Path to Holistic Healing** at 40% off) and many more. *(A few more tempting offers on the following pages)*

To add to the excitement, Crossword Book Rewards members also enjoy an **exclusive 10%* discount on regular books** throughout the sale period. *(* Conditions apply)*

The sale is on at* **14 stores across Mumbai**: at Kemps Corner, Juhu, Chembur, Inorbit Mall - Malad, Hiranandani Gardens - Powai, Bandra - Turner Road, Shivaji Park, Imax - Wadala, HPCL Petrol Station - Sion, Mulund-Nirmal Lifestyles Mall, Hypercity- Malad and at Shoppers' Stop stores in - Andheri, Bandra and Kandivili

***4 stores in Delhi**: Shoppers Stop-Rajouri Garden, Select Citywalk-Saket, Pacific Mall-Ghaziabad & MGF (Shoppers Stop) -Saket,

*Icon-Indira Nager & Commerce @ Mantri (Shoppers Stop) - Bannerghatta Road **in Bangalore**

*Kuppu Arcade-T. Nagar & KRM Center (Above Shoppers Stop)-Chetpet **in Chennai**

*Shoppers Stop-Begumpet & City Center-Banjara Hills **in Hyderabad**

*Millennium Petrol Pump-Waltair Park **in Vishakhapatnam**

- thus making it even easier to pick up your favourite books at these fabulous prices!

Some more tempting offers at the Crossword Sale

The Collectors

By David Baldacci

Genre: Fiction

Cover Price: Rs. 295

Our Price: **Rs. 199**

People are dropping dead in Washington, D.C., and the Camel Club must unravel a secret that threatens to bring America to its knees. In "The Collectors", Baldacci once again demonstrates why he is one of the world's favorite writers.

Half of a Yellow Sun

By Chimamanda Ngozi Adichie

Genre: Fiction

Cover Price: Rs. 250

Our Price: **Rs. 199**

In her masterly, haunting novel, Chimam Adichie recreates a seminal moment in modern African history: Biafra's impassioned struggle to establish an independent republic in Nigeria during the 1960s.

The Namesake

By Jhumpa Lahiri

Genre: Fiction

Cover Price: Rs. 295

Our Price: **Rs. 249**

Spanning three decades and crossing continents, Jhumpa Lahiri's first novel is a triumph of humane story-telling. Elegant, subtle and moving, "The Namesake" is for everyone who loved the clarity, sympathy and grace of Lahiri's Pulitzer Prize-winning debut story collection, "Interpreter of Maladies".

The Ultimate Craft Book for Kids

Genre: Children

Cover Price: Rs. 395

Our Price: **Rs. 299**

Hundreds of ideas for hand-crafted models, toys, useful gifts and games

Lizzie McGuire (3 in 1 Series)

Genre: Children

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Cover Price: Rs. 225

Our Price: **Rs. 175**

Lizzie and her friends from junior high are up to their usual hilarious tricks (and mishaps) in Lizzie for President, The Orchids Gumbo Poker Club, The Rise and Fall of Kate Empire, Lizzie Goes Wild and Head Over Heels.

Knowledge Masters: Set of 13 books

Genre: Children

Cover Price: Rs. 2275

Our Price: **Rs. 1299**

Where does electricity come from? How do aeroplanes fly? Help your children discover the answers to these questions and more with the complete set of Knowledge Masters. The books are packed with informative text, colorful illustrations and recommended websites for further investigation.

The Concise Larousse Gastronomique

Genre: Cookery

Cover Price: Rs. 795

Our Price: **Rs. 599**

Originally created by Prosper Montagne and published in 1938, "The Concise Larousse Gastronomique" serves as a source of information for the enthusiastic cook and serious gastronome alike. The encyclopaedia covers nearly every ingredient and cooking style in history.

1000 Paintings of Genius

Genre: Art

Cover Price: Rs. 1900

Our Price: **Rs. 899**

There are paintings that captured the feeling of an era and those that signaled the beginning of a new one. Works of art that were immediately recognized for their genius, and others that were at first met with resistance.

Common Sense Business

By Ken Blanchard

Genre: Management

Cover Price: Rs. 295

Our Price: **Rs. 199**

A guide on how to manage a small business through every phase of its life cycle draws on the author's own professional experiences of overseeing the rise, fall, and return of his company.

Maverick!

By Ricardo Semler

Genre: Management

Cover Price: Rs. 475

Our Price: **Rs. 149**

This is the international bestseller that tells how Semler tore up the rule books - no formality - a minimum of meetings, memos and approvals. Learn Ricardo's secrets and let some of the Semco magic rub off on you and your company.

The Origin of Brands

By Al & Laura Ries

Genre: Management

Cover Price: Rs. 399

Our Price: **Rs. 299**

An examination of the process of brand building shares case studies for a number of successful products, analyzing marketing methods that demonstrate effective brand divergence, in a guide that argues against current marketing trends.

Peoples of the World

By Mirella Ferrera

Genre: Photography

Cover Price: Rs. 3600

Our Price: **Rs. 999**

Supported by a series of exceptional photographs and maps, this book is divided into five sections

that correspond roughly to continental areas, and then subdivided by cultural area.

The Illustrated History of the World: 10 volume set

Genre: History

Cover Price: Rs. 9995

Our Price: **Rs. 3995**

This 10 volume set covers the time period from prehistory to 1997. It is notable for its many time lines, charts, maps, drawings, illustrations, and photographs, which complement the text and bring it to life.

Awaken the Giant Within

By Anthony Robbins

Genre: Self-Help

Cover Price: Rs. 425

Our Price: **Rs. 299**

Anthony Robbins provides a step-by-step program teaching the fundamental lessons of self-mastery that will enable you to discover your true purpose, take control of your life and harness the forces that shape your destiny.

Yoga: The Path to Holistic Healing

By BKS Iyengar

Genre: Health

Cover Price: Rs. 1670

Our Price: **Rs. 995**

In Yoga: The Path to Holistic Health, 82-year-old Yogacharya B.K.S. Iyengar, one of the world's leading yoga teachers, offers detailed instructions for postures of all levels of difficulty, illustrated by color photos and accompanied by helpful explanations of their health benefits.

Garfield 3 in 1 set

By Jim Davis

Genre: Humor

Cover Price: Rs. 395

Our Price: **Rs. 316**

Garfield's treasury of Sunday comic strips showcases the feisty Fat Cat in all his glory and gluttony.

Kitchens: The Hub of the Home

By Terence Conran

Genre: Interiors

Cover Price: Rs. 995

Our Price: **Rs. 799**

In Kitchens, Terence Conran explores the expanded role of this room today and its central importance in our homes. There are chapters on planning your room as well a section on basic elements which provides a comprehensive directory for the fundamental elements of kitchen design.

Conversations with God (Set of 3 books)

By Neale Donald Walsch

Genre: Religion

Cover Price: Rs. 695

Our Price: **Rs. 486**

Conversations with God, Book 1 was the start of Neale Donald Walsch's ongoing dialogue with God. The trilogy contains the most essential truths and lessons for spiritual seekers, and these books are the bestselling of all the author's works.

100 Wonders of India

Genre: India

Cover Price: Rs. 795

Our Price: **Rs. 595**

India is a continent within a continent with an astounding 5000-year-old history and vast multitude of landscapes that include the world's highest mountains, great rivers, long coastlines, deserts and dense forests. In this book each legacy, man-made and natural, is described with details of history and brought to life with vivid colour images.

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About Crossword:

Crossword is India's leading bookstore chain, which has pioneered the lifestyle bookstore concept in India. Its innovative approach to book retailing and its achievements has received wide acclaim in India and has won the **'Reid & Taylor Award for Best Retailer of the year - Leisure & Specialty'** at the **India Retail Summit 2005**. **'Retailer of the Year Award - Leisure (Books, Music and Gifts Category) at the Images Retail Awards 2007 and 2005'**. Businessworld rated Crossword as the **'6th Most Respected Retailer in the country'** for the year 2006; the only bookstore to feature in the top ten. Launched in 1992, Crossword currently has **45 stores across 13 cities** in the country in Ahmedabad, Bangalore, Chennai, Nagpur, Ghaziabad, Hyderabad, Jaipur, New Delhi, Kolkata, Mumbai, Pune, Vadodara & Vishakhapatnam. Crossword Bookstores Ltd. is a wholly owned subsidiary Company of Shopper's Stop Ltd - India's leading department store chain.

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