

KUPERARD IS EXPANDING THE **SIMPLE GUIDES** SERIES
AND TAKING IT INTO NEW SUBJECT AREAS

Understand Religion, Philosophy
and the Sciences with ease

DO I KNEEL OR DO I BOW?

What You Need to Know When Attending Religious Occasions

To be invited into someone's personal religious world is a special honor – but it raises many questions.

How should I respond appropriately?

What are the do's, don'ts and taboos?

What should I wear?

What should I not wear?

Should I stand back or join in?

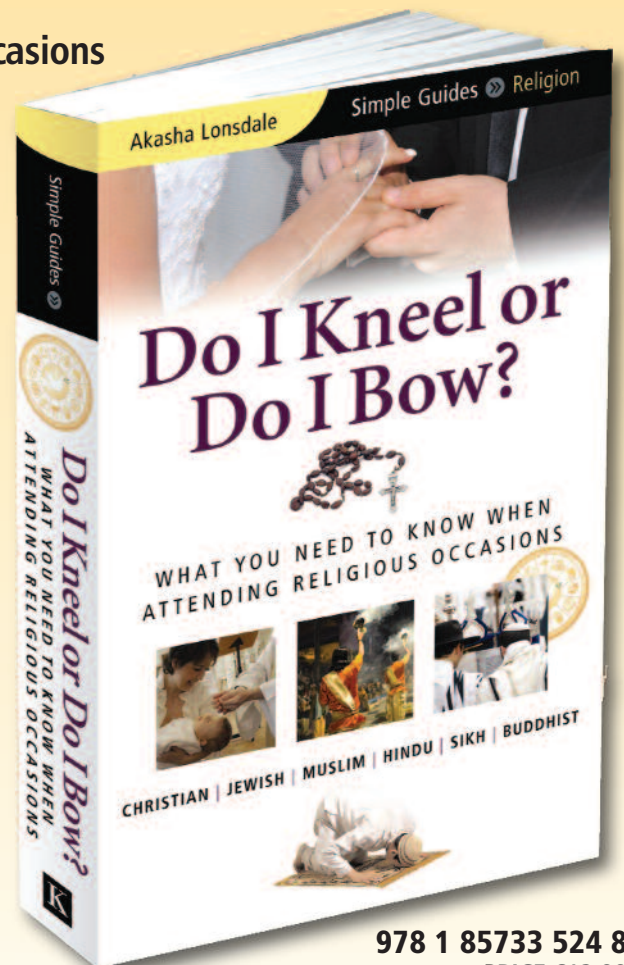
Bring a gift? If so, what?

This straightforward and accessible guide will answer these questions, putting you at ease to enjoy the occasion with confidence and get the most out of the experience.

This guide also provides an introduction to the major faiths – Western Christianity (Catholic and Protestant), Orthodox Christianity, Judaism, Islam, Hinduism, Sikhism, and Buddhism – and describes and explains the ceremonies in each that you may be invited to attend. It offers sensible advice on what to expect and how to behave, so that you do not inadvertently give offence or cause embarrassment to yourself or your hosts. Each chapter covers the religion's historical background, core principles and beliefs, major festivals, regular forms of worship, and special family celebrations, and explains many unfamiliar terms and phrases.

AKASHA LONSDALE is an Interfaith Minister. Her two-year seminary training in London included instruction in the major religions and sacred traditions of the world, and her vocation brings her into frequent contact with people of every faith and none.

Akasha has practised as a psychotherapist, both privately and within Britain's National Health Service. She is an executive coach, trainer, seminar speaker, and EAP counsellor, specializing in Emotional Intelligence and Stress Management. She has written for a variety of publications, and her book *How to Do Life – Powerful Pointers for Powerful Living* has been one of the most popular self-help titles in the United Kingdom. She brings to *Do I Kneel or Do I Bow?* an informed, sensitive, and enlightened approach born of wide knowledge, personal experience, and psychological insight.



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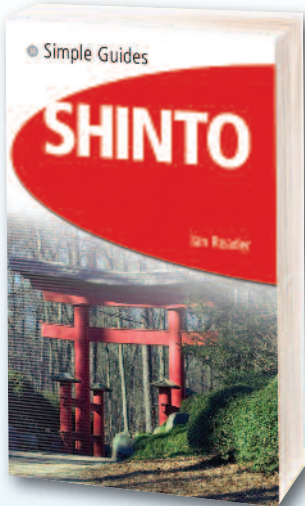
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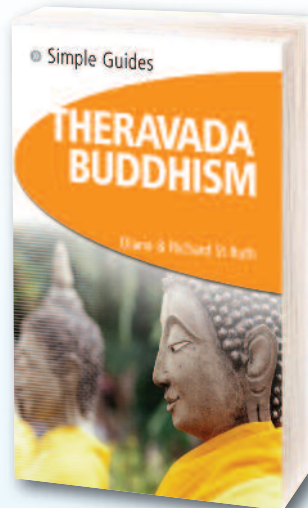
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Access the world's great religions, ideas and inventions

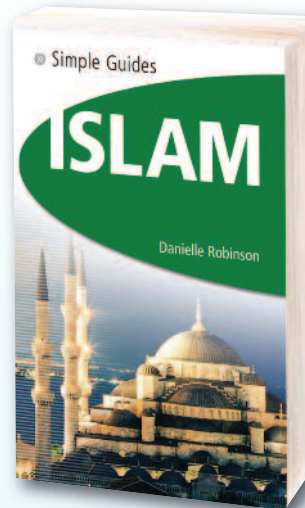
Simple Guides: Religion is a series of concise, accessible introductions to the world's great faiths. Written by experts in the field, these guides offer an engaging and sympathetic description of the key concepts, beliefs and practices of different religions.



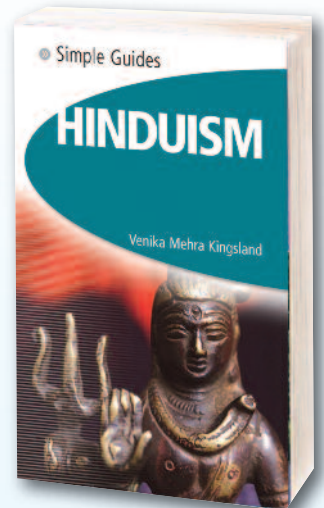
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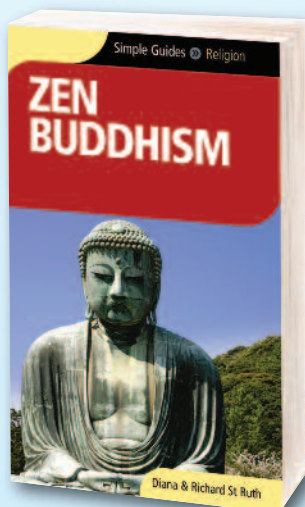


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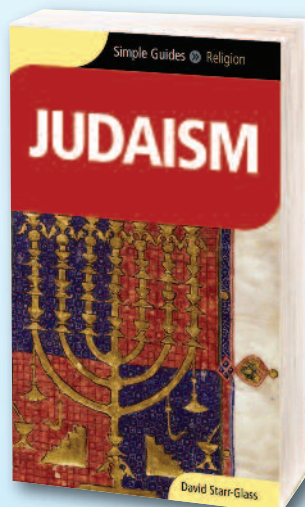


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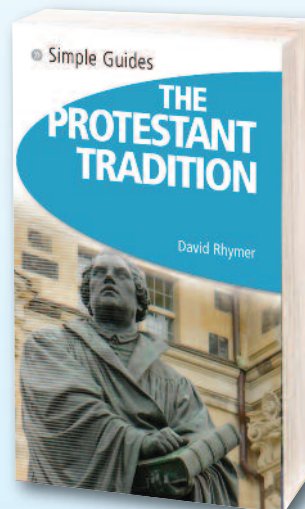
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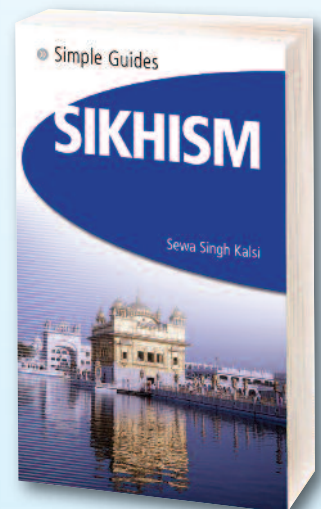
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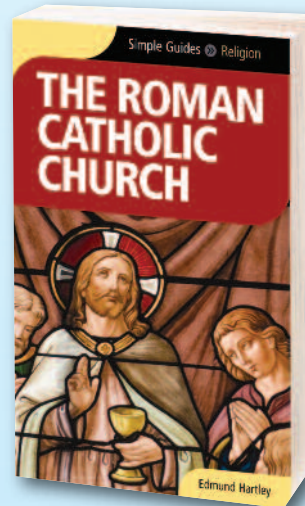


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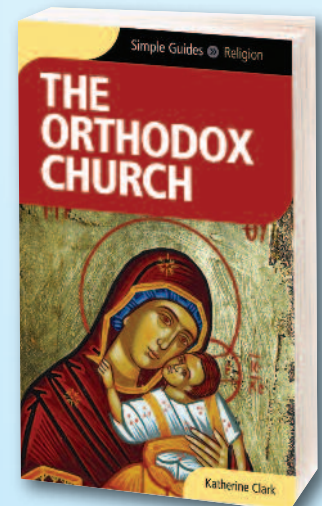


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By offering essential insights into core values, customs and beliefs, they enable visitors to be aware of religious sensibilities and to behave in a way that fosters mutual respect and understanding.



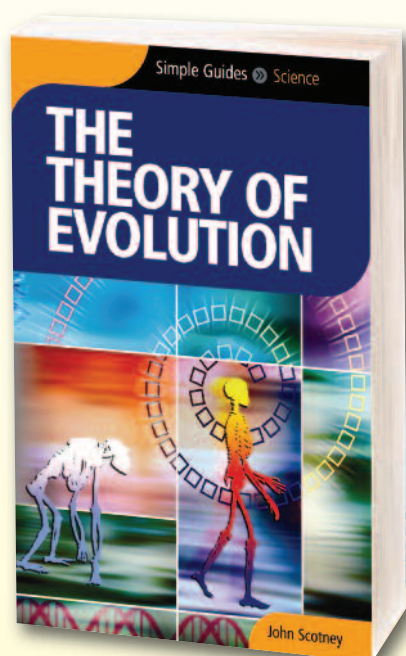
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Simple Guides: Philosophy is a series of brief introductions to the major philosophies of the world. Written by experts in the field, these accessible guides offer a fascinating account of the rich variety of arguments, ideas and systems of thought articulated by different cultures in the attempt to explore and define the nature of reality, and the meaning, purpose and proper conduct of life.

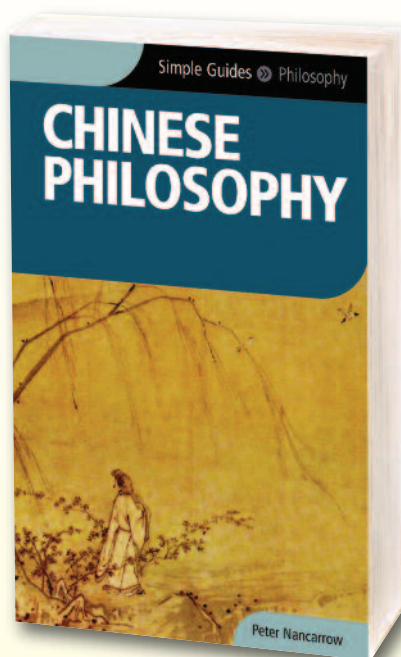
These succinct books will appeal to analytical thinkers and spiritual seekers alike. They provide a basic introduction to the evolution of human thought, and a point of reference for further exploration and discovery.



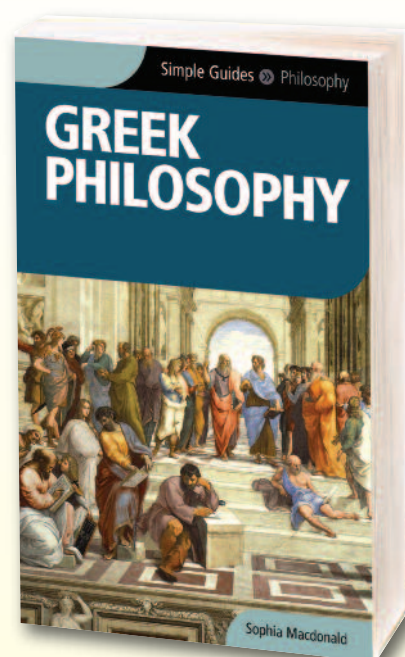
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Simple Guides: Science is a series of user-friendly guides to the great discoveries and inventions that have changed the world. Written in plain, non-technical language, they provide accessible introductions to complex scientific theories, key breakthroughs, and important developments in different fields of science and technology.

The advance of science and technology is an astonishing collective achievement, in which thinkers, researchers, and inventors have always built on the progress of previous generations. The Simple Guides link the major breakthroughs to the stories behind the science. In an age of information overload, these informal, friendly books are written specifically for the general reader. They require no prior specialist knowledge and will appeal to anyone with a thirst to know more about the world we live in.

The tried and tested Simple Guides approach of clear, user-friendly introductions will be applied to different, but related, subjects – Philosophy, Science, Art, Music, Mysticism and Meditation.

The flexible new cover design gives the series a strong identity. Each of the planned subject areas will be colour coded in the panel behind the title (religion red, philosophy blue, and so on) and explicitly signalled in the Simple Guides strip at the top. The new covers have flaps to carry more information and allow for cross-promotion of other lines.

This exciting new direction reflects our belief that most people would like to develop their potential. Whatever one's starting point, doors can be opened. Sometimes all that is needed is a key and a sympathetic guide.

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