

APPENDIX I

SUMMARY OF CRAZY RICH ASIANS

Crazy Rich is an expression used to refer to people who have very abundant wealth and live a different lifestyle from the average person. *Crazy Rich Asians* by Kevin Kwan in this novel refer to rich people who live in Singapore and are mostly ethnic Chinese. Their ancestors came from mainland China moved to Singapore, and eventually owned most of the land in Singapore. This novel tells the story of Rachel Chu, a girl from China who was then raised by her mother in America. They moved to America because her mother wanted to save Rachel Chu from her husband's family. Rachel Chu is a lecturer in Economics at New York University. Rachel Chu met her boyfriend Nickolas Young at the University, and he is a history lecturer. Nickolas Young comes from Singapore, and he is the only child of the Young family (One of the Crazy Rich in Singapore). Nicholas is described as the most attractive single in Singapore because apart from inheriting wealth from his family, Nick is also very handsome and has a professorship from Oxford University.

The conflict of this novel begins when Nick wants to invite Rachel to go home with him to Singapore to attend Nick's best friend's wedding and introduce Rachel to his family. Rachel, who doesn't know Nick's origins despite dating for two years, agrees to go to Singapore with him. But it turns out their dream trip is hampered by many obstacles. Both from Nick's mother, Eleanor Young, who

upholds the dignity of the family, and from the girls who are jealous and make Rachel their main enemy.

LIST OF DATA

Main Event	Sub Events	Page
1. The Law of Specialization in Rachel Chu's Personal Branding	a. Ability ‘She went to school of the nation’s top universities-Stanford and North-western where she encountered the likes of Peik Lin and other trust-fund types. Now she lives in America’s most expensive city, where she mingled the academic elite.’	164
	b. Behavior ‘Nick gazed at his girlfriend, thrilled that she had so effortlessly charmed his friends.’	91
	c. Mission ‘Nick had earlier informed Rachel that while his grandmother spoke English perfectly well, she preferred to speak in Chinese and was fluent in four dialects-Mandarin, Cantonese, Hokkien, and Teochew. Rachel decided to greet her in Mandarin, the only dialect she spoke, but before Nick could make proper introductions, she bowed her head nervously at the stately lady and said, “It is such a pleasure to meet you. Thank you for inviting me to your beautiful home.”’	137
	“Rachel, you’re going to need at least three outfits tomorrow. You can’t be seen in the same dress from morning to night! And everyone is going to be decked out in jewels and ball gowns for the wedding banquet. It’s going to be the grandest event of the decade-there’ll be big-time celebrities and royalty there!”	271
	d. Profession “She had spent a year teaching in Chengdu between college and grad school...”	14
	“So Rachel, I hear you teach at NYU with Nick?” Lorena cut in. This Francesca is getting on my nerves. We’re here to	243

	<p>interrogate Rachel, not Astrid. “Yes, I do,” Rachel replied. “Which department?” Nadine asked. “I’m in the Department of Economics, and I teach at the undergrad level.”</p>	
2. The Law of Personality in Rachel Chu’s Personal Branding	<p>a. “Ah Rachel, I’ve met your grandfather in Taipei...Chu Yang Chung isn’t it?” Uncle Dickie asked. “Er...actually, no. My family isn’t from Taipei,” Rachel stammered. “Oh. Where are they from, then?” “Guangdong originally, and nowadays California.” Uncle Dickie looked a bit taken a back, while his well-coiffed wife grasped his arm tightly and continued. “Oh, we know California very well. Northern California, actually.” “Yes, that’s where I’m from,” Rachel replied politely..</p>	136
	<p>b. “It certainly does, and I must say you’re much more fetching than I was led to believe.”</p>	141
	<p>c. “Doing nothing can sometimes be the most effective form of action,” Sophie remarked. “If you do nothing, you’ll be sending a clear message: that you’re stronger than they think you are. Not to mention a lot classier. Think about it.</p>	211
	<p>d. “Rachel, I’m Nadine,” the woman said. “I’ve heard so much about you from my daughter.’ “Really? Who’s your daughter?” Rachel asked politely. Just then, she heard a high-pitched squeal right behind her. “Nicky! I’ve missed you!” a distinctive voice exclaimed. A chill came over Rachel. It was Francesca shaw, greeting Nick with tight bear hug and a kiss on the cheek. Before she could react, Francesca put on her biggest smile and swooped down on Rachel with another</p>	245

	double-cheek kiss. "Rachel, lovely to see you so soon again!"	
3. The Law of Distinctiveness in Rachel Chu's Personal Branding	e. 'Her bag was filled with a large fish that had been badly mutilated, blood seeping out from its gills. Violently scrawled on the vanity mirror above the chair in fish blood were the words "CATCH THIS, YOU GOLD DIGGING CUNT!"	206
4. The Law of Persistence in Rachel Chu's Personal Branding	a. 'She had spent the better part of twenties focused on getting through grad school, finishing her dissertation, and jump-starting her career in academia.'	14
5. The Law of Goodwill	a. "Come on, Auntie Elle. Stanford is a great university for anywhere. I believe she also went to Northwestern for her master's. Rachel is very intelligent and capable, and completely down-to-earth. I think you'll like her very much."	47
	b. "Oh, come on, Eleanor. You need to stop being so old fashioned. Nobody cares about that kind of stuff anymore. Rachel is so well educated and down-to-earth. And she speaks perfect Mandarin." She took care to mention all the things Eleanor was not.	311
6. Social Class	a. 'How established were they in Taipei society? Who exactly were this girl's parents, and how much did she stand to inherit? She needed to know what she was up against.'	44
	b. "You are not seeing the big picture. This girl is obviously a cunning, deceitful GOLD DIGGER! You know as well as I do that your son can never marry someone like that. Can you imagine how <i>your</i> family is going to react when he brings this gold digger home?"	81
	c. 'Rachel wandered into the next cabin and encountered two girls chattering animatedly.	177

	<p>“Told you it was her!”</p> <p>“She’s not all what I was expecting. I mean, her family is supposed to be one of the richest in Taiwan, and she shows up looking like some-“</p>	
	<p>d. ‘By the way, I’m Parker Yeo. I know your cousin named Vivian,” she said.</p> <p>“I’m sorry, but I don’t have a cousin named Vivian,” Rachel replied in amusement.</p> <p>“Aren’t you Rachel Chu?”</p> <p>“Yes”</p> <p>“Isn’t your cousin Vivian Chu? Doesn’t your own family Taipei Plastics?”</p> <p>“Afraid not,” Rachel said trying not to roll her eyes. “My family is originally from China.”</p> <p>“Oh sorry, my mistake. So, what does your family do?”</p> <p>“Um my mother is a real estate agent in the Palo Alto area. Who are these Taipei Plastics people everyone keeps talking about?”</p> <p>Parker simply smirked. “I’ll tell you, but excuse me for just one moment.” She unbuckled her seat belt and made a beeline for the back cabin. It was the last Rachel would she her during the entire flight.</p>	177
	<p>e. “I’m only telling you what <i>everyone</i> tis already thinking, Nick. You heven’t heard the horrible things I’ve heard. Do you know her family come from Mainland China?”</p> <p>“Stop it, Mum. I’m so fed up with this ridiculous snobbery you and your friends have toward the Mainland Chinese. We are all Chinese. Just, because some people actually <i>work</i> for their money doesn’t mean they are beneath you.”</p>	334

APPENDIX II

BIOGRAPHY OF THE AUTHOR

Kevin Kwan is the author of *Crazy Rich Asians*, *China Rich Girlfriend*, and *Rich People Problems*. Kwan lived in Singapore. Kevin Kwan lived in Singapore until he was eleven years old, while his family went to Texas. Kwan went to New York, where he earned a BFA from the Parsons School of Design and worked for a well-known publisher. Before opening his own consulting firm for fashion designers, celebrities, publishing firms. Kwan works for *Martha Stewart's Living* and *Interview* magazine.

Kwan became a designer for ten years. Finally, he decided to write his first novel, *Crazy Rich Asians*, his book was a bestseller, and his reading was relaxed so that many fans of the book. Other than, in terms of a very interesting story and unique characters.