

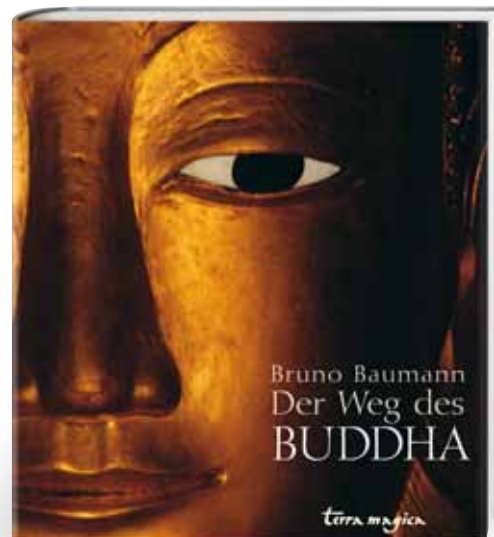
Everywhere, Buddha appears in his different

manifestations; but it is clear it is always the same Buddha that people have believed in ever since Buddhism has merged in a symbiosis with the various cultures and the people living there. It is interesting to see the extent to which Buddhism has been influenced by variations in landscape and terrain – the barren Tibetan landscape, where the convents are breathtakingly colourful, contrasts with the magnificence of Japan, where convents are basic and simple. There are interviews with famed masters of Buddhism as it is practised today, like the Dalai Lama or the Vietnamese monk Thich Nhat Han. With their own personal interpretations of ancient Buddha's words they comment on different aspects of the teachings.

→ In this impressive and unique book, setting out from the original centres of Buddhism in Nepal and India where Buddha lived and developed his teachings, the reader will be taken on a spiritual journey to see how this world religion has spread throughout Thailand, Laos, Sri Lanka, China, Vietnam, Tibet, Japan and Korea.



Bruno Baumann, born in 1955, studied ethnology and history; he lives in Munich where he works as an author and film maker. In his acclaimed books at Herbig »The Gods Will Prevail. Hidden Tibet« and »Mustang. Hidden Kingdom in the Himalayas« he not only reveals the mental and spiritual dimension of these advanced civilizations but also their political and economic development. He caused a sensation when he crossed the Gobi desert single-handed.



Bruno Baumann

THE WAY OF THE BUDDHA

The benchmark of living Buddhism

Approx. 208 pages, 27,5 x 29,0 cm

with more than 200 photographs

Hard cover with dust jacket

September 2007

ISBN 978-3-7243-1004-4

Short list of content:

- Chapter 1: *The prince who became a Buddha*
- Chapter 2: *The custodian of Buddhas heritage*
- Chapter 3: *Buddhas teachings as the export-hype alongside the Silk Road*
- Chapter 4: *The Himalaya – Buddhas mountain fortress*
- Chapter 5: *Buddhas in the land of the rising sun*

USPs:

- Includes an interview with the Dalai Lama
- Complete works of living Buddhism
- Incomparable photographs and lots of informative texts
- Co-productions can be offered