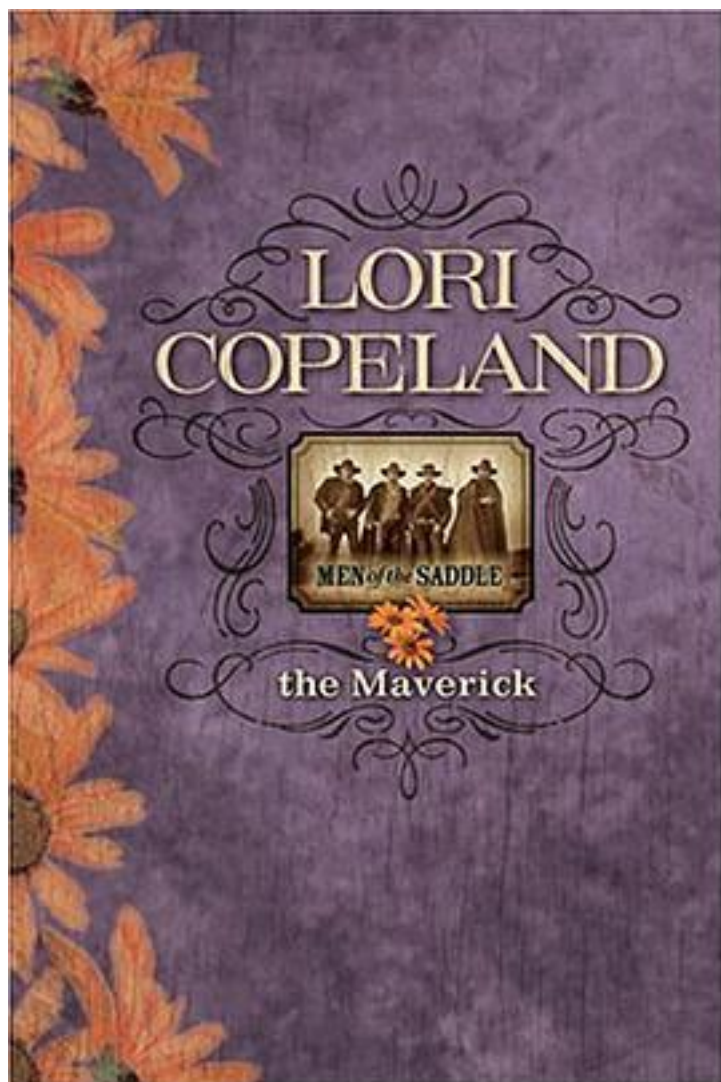


The Maverick



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For eight years between 1998 and 2006, Luke Johnson wrote a regular column as "The Maverick" in "The Sunday Telegraph". His short, pithy essays tackled subjects ranging from rich lists to bankrupt companies, from high finance to investment techniques, from philanthropy to trophy wives, bringing a practitioner's eye to the commercial world and the people in it. "The Maverick" quickly developed a cult following among readers who wanted to understand the blunt truth about investment, entrepreneurs, business history, and corporate life. This book brings together 84 of the best articles, with updates, in a single volume. What makes them unique is that Luke Johnson is not just a first-class writer, he is also one of Britain's most successful entrepreneurs. He made his name with PizzaExpress, has run and owned businesses in many different sectors, and now takes stakes in fast-growing businesses through his company, Risk Capital Partners. He is also Chairman of Channel 4. The diversity of his experience enables him to write with insight and perspective about the very serious matter of making and losing money. If you are in business, you will find "The Maverick" entertaining, informative and inspiring. If you are not in business, you will discover what makes business people tick, the hurdles they have to overcome to succeed, and the substantial benefits they bring to society.

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