
The Maverick

Dispatches from an unrepentant capitalist

by Luke Johnson

Publication details

Author Luke Johnson
Date May 2007
Publisher Harriman House
Subject Business and Finance

Format

Binding Hb
Pages 264
Size 136 x 216 mm
ISBN 9781905641406
Price £14.99



www.harriman-house.com/maverick

Key points

- Written by one of Britain's highest-profile entrepreneurs, business commentators and media figures
- Uncompromising, provocative views on the serious business of making and losing money
- Draws on the author's experience as owner of some of the High Street's best-known names and Chairman of Channel 4
- Pulls together the best articles from the highly-regarded *Sunday Telegraph* column
- Major launch in May at Patisserie Valerie, attended by Britain's business elite, guarantees press mentions for the book

For eight years between 1998 and 2006 Luke Johnson wrote a weekly business column in *The Sunday Telegraph* under the name 'The Maverick'. He tackled subjects ranging from Rich Lists to bust companies, from business buzzwords to investment techniques, from philanthropy to trophy wives – always bringing a penetrating insight and wit to his analysis.

What made the column unique was that Luke Johnson is not just a first-class writer. He is also one of Britain's most successful entrepreneurs. He made his first fortune bringing Pizza Express to the stock market, and has since multiplied it many times over by taking stakes in other fast-growing companies.

'The Maverick' quickly became a must-read for anyone in business. The articles developed a cult following among readers who wanted to understand the blunt truth about investment, entrepreneurship, business collapses, and boardroom politics. This book brings together the best of eight years' worth of articles in a single volume.

"Independent, unorthodox, even bloody minded - Johnson can be all of these and it's what makes him worth reading. The Maverick amounts to an analysis of how we've done business this past decade and holds valuable lessons for the next one."

- Peter Bazalgette, Chairman Endemol UK (producer of the 'Big Brother' reality TV show)

"The Maverick column displays original thinking that often challenges conventional opinion – Luke Johnson's views are provocative and worth reading."

- Michael Spencer, founder and Chief Executive, ICAP

About the author

Luke Johnson is Chairman of Channel 4 Television and Risk Capital Partners. For eight years he wrote a weekly column on business in *The Sunday Telegraph*.

He was Chairman of Pizza Express during the 1990s and is currently an owner and Chairman of Giraffe restaurants and Patisserie Valerie. He has also owned companies in recruitment, dentistry and retailing.

He graduated from Oxford and worked as a stockbroking analyst covering the media sector in the 1980s. He lives in London and is married with two children.

Trade Sales Representation: Amalgamated Book Services
Tel: 01622 764555 E-mail: sales@amalg.co.uk

Distribution: Marston Book Services
Tel: 01235 465500 E-mail: enquiries@marston.co.uk

Tel: +44 (0)1730 233870 Fax: +44 (0)1730 233880 Email: contact@harriman-house.com
Harriman House Ltd, 3A Penns Road, Petersfield, Hampshire GU32 2EW UK
VAT No. 626015567 Company No. 2282981

Hh
Harriman House

www.harriman-house.com