

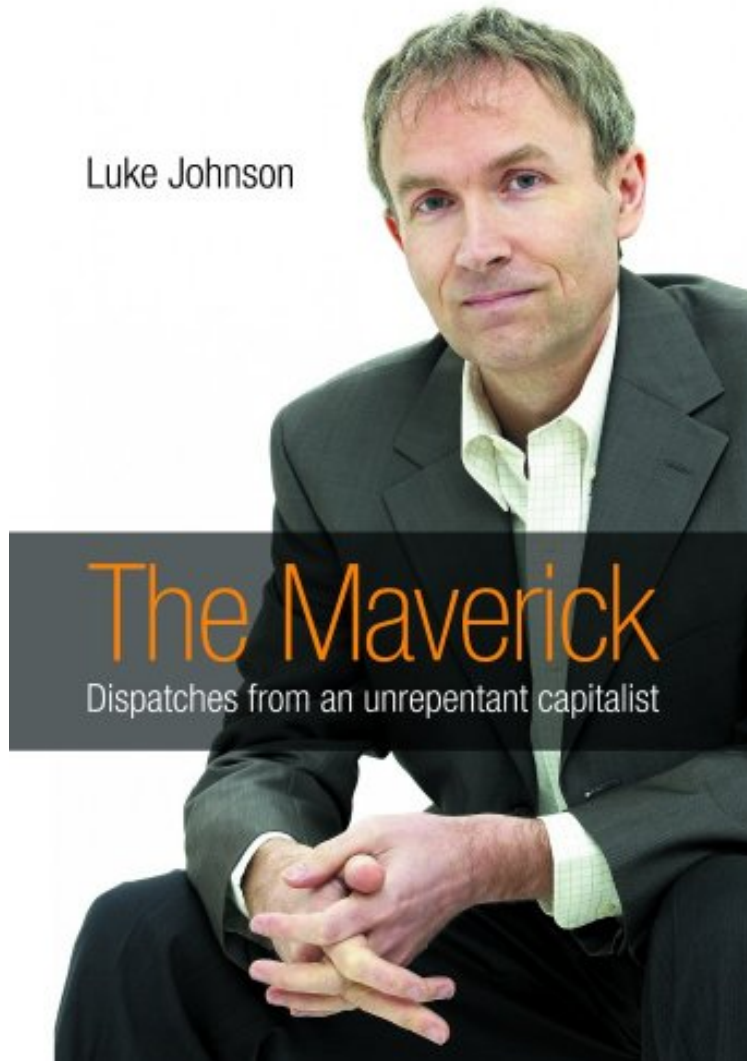
(Ebook pdf) The Maverick: Dispatches from an unrepentant capitalist

## The Maverick: Dispatches from an unrepentant capitalist

*Johnson Luke*

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Luke Johnson



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**Johnson Luke : The Maverick: Dispatches from an unrepentant capitalist** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Maverick: Dispatches from an unrepentant capitalist:

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.

[www.lukejohnson.org](http://www.lukejohnson.org)

"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, Chief Creative Officer of Endemol Group and Chairman Endemol UK "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, ICAPA

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 PizzaExpress 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.