



**ANANOVA™**

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## **World's most expensive book**

A British entrepreneur is selling what is believed to be the world's most expensive book - for £3 million.

**Roger Shashoua** is offering a diamond-encrusted edition of his new book **Dancing With The Bear**, reports the BBC.

He says Russian tycoons are the target readers for the made-to-order book which features more than 600 flawless diamonds.

The book is an account of how the author made £100m through business in post-Soviet Russia.

He said: "There is so much money floating around in Russia that it seemed entirely logical to produce a book designed for the Russian market.

"I am just happy that conspicuous displays of consumption can now be associated with writing, rather than fashion accessories.

"I can only hope that oligarchs will read the book, rather than just keeping it locked away."

For the special edition, the cover has been switched from the standard white to black to show up the diamonds.

Mr Shashoua co-founded exhibitions business ITE, which now trades on the London Stock Exchange with a market value of more than £500m.