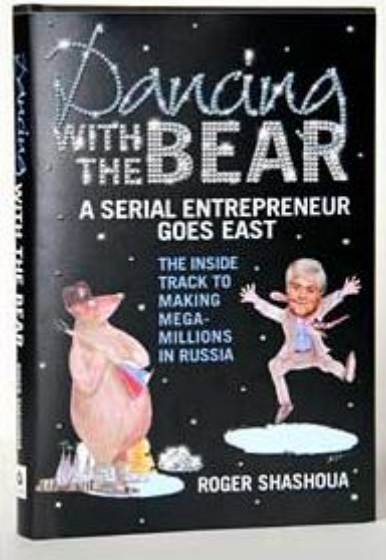


Diamond Book For Russia's Big Spenders

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A regular edition of Roger Shashoua's book ***Dancing with the Bear: A Serial Entrepreneur Goes East*** can be had for around \$30. But somehow it seems fitting that a book about getting seriously rich should also come in a [seriously rich edition](#). How does £3m strike you? That is what British entrepreneur Shashoua is hoping to fetch for the made-to-order "[oligarch](#)" edition of his book, which features over 600 flawless diamonds on the cover.

The book, said to be the most expensive in the world, is touted as a how-to guide for entrepreneurs looking to follow in Shashoua's footsteps and make big money in post-Soviet Russia. Shashoua knows of what he speaks - he is the co-founder of [ITE](#), which trades on the London Stock Exchange with a market value of more than £500m.

It seems to me that those who could actually afford this special edition book probably don't need the advice. But Shashoua hopes the wealthy Russian ex-pats who might buy it won't just stash it in the safe. "I can only hope that oligarchs will read the book, rather than just keeping it locked away," he says.

(Santa Monica, CA)