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Russian Tycoons Clamor for World's Most Expensive Book

Yes, the book pictured below may well be the most expensively priced book in a long time, if not ever. And when you're charging 3 million pounds for a book - which you can because there are 600 encrusted diamonds in every select edition - then chances are your target audience can only be the fabulously rich. Indeed, the BBC reports that Russian tycoons are the target readers for special "oligarch" editions of **DANCING WITH THE BEAR** by British entrepreneur **Roger Shashoua**, an account of how the author made 100 million pounds through business in post-Soviet Russia.

"There is so much money floating around in Russia that it seemed entirely logical to produce a book designed for the Russian market," said Shashoua. "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." Yes, but priced that high, I wouldn't bet the book gets read anytime soon...

