

ROGER SHASHOUA RETURNS TO PUBLISHING

After an absence of 15 years, Roger Shashoua, former co-owner of Gerald Duckworth & Co and founder of the *European Bookseller* magazine, is now embarking on further adventures in book publishing.

Roger Shashoua's return marks the revival of his partnership with Jonathan Reuvid, former publisher of *European Bookseller*, and is the prelude to the launch of their new imprint.

Their new venture, in association with GMB Publishing, the international business publisher, will focus on non-fiction and experience-based management guides and reference books for the trade and corporate business readers.

The first of this new series of books is '*Dancing with the Bear – A Serial Entrepreneur Goes East: The Inside Track to Making Millions in Russia*', on sale from August 2007. The book chronicles Shashoua's rumbustious and extraordinary career leading to his creation of a £200 million fortune in Russia and the CIS and provides advice on how others can create their own fortune in the regions of Russia, India and China.

The story begins with Shashoua's innovatory recovery of Duckworth and details his launch of the *European Bookseller* in 1990, which first opened the door for thousands of Central and East European writers and publishers to the West, and his subsequent development of six

international Book Fairs including the 1st Prague International Book Fair and Writers Festival (1991), the Salon International du Livre in Paris (1992) and the Moscow International Book Fair (1992), which paved the way for Shashoua's business experiences in Russia.

Along the way, Shashoua built, floated and sold his public company, ITE Group plc, which has a present value of £500 million. In 2001, with his son Mark, he launched and built up a second company, Expomedia Group plc, a media group with interests in exhibitions, conferences, venue management and related publishing, listed on the London Stock Exchange's AIM market. This year, Roger Shashoua stepped down as Chairman of Expomedia, in which he retains an interest, to re-enter his preferred field - publishing.

Jonathan Reuvid has accumulated, in the same intervening period, more than 30 business book titles in his own name as author, part-author and editor.

For more information, please refer to:

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