

FELIX DENNIS LAUNCHES A BRIEF GUIDE TO THE GETTING OF MONEY:



Those who tread the narrow road
Walk in single file—
Shadows plague each wary step,
Hazard haunts each mile.

Felix Dennis, one of Britain's most successful self-made entrepreneurs and author of international best-seller *How to Get Rich*, launches his newest business book, *88 The Narrow Road: A Brief Guide to the Getting of Money* on 4th March 2010.

Published by Vermilion, *88 The Narrow Road* was inspired by the *Essays* of Francis Bacon, first published in 1597. Subject by subject, step-by-step, Dennis leads readers determined to become far richer than their neighbour on the long journey to serious wealth.

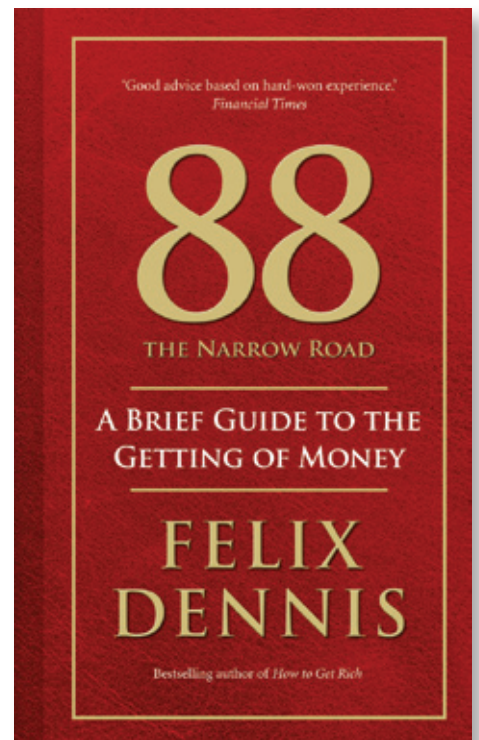
The prose in *88 The Narrow Road* is saturated with experience. The kind of experience that can only come from an author who began his business life as a penniless musician who went on to found a media empire. *88 The Narrow Road* is designed as 'a tool rather than an armchair diversion'. It is a book designed to be turned to again and again—a timeless blueprint for entrepreneurs in the 21st century.

Billed as one of the most anticipated business book launches of the year, *88 The Narrow Road* is for those resolved to succeed, for those who do not confuse reading with doing, for those prepared to stare down failure, for those determined to become rich, for those who seek the narrow road.

88 The Narrow Road: A Brief Guide to the Getting of Money (Vermilion, £14.99) is available in all good book stores from 4th March.

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Praise for Felix Dennis's international best-seller *How to Get Rich*

'If Machiavelli sat down at his iMac to confect 'The Billionaire Prince', it might sound remarkably like Felix Dennis's *How to Get Rich*'

— **The Wall Street Journal**

'If this book doesn't get you rich, nothing ever will. Five Stars.'

— **The Mail on Sunday**

'Well-founded advice based on hard-won experience'

— **Financial Times**

'Fearlessly frank and truly inspirational. As good a guide to making it in the business as I have ever read. I strongly recommend this book.'

— **The Sunday Telegraph**

'A warts-and-all guide to riches. Highly recommended.'

— **The Director Magazine**

'Revealing, sparky and thought-provoking.'

— **CNBC European Business**

'Fantastic, funny and blunt. An immediate entry into my top-10 books about money. It's a classic.'

— **Daily Wealth.com**

FELIX DENNIS LAUNCHES A BRIEF GUIDE TO THE GETTING OF MONEY: 88 *The Narrow Road*

NOTES TO EDITORS

About the author:

Currently ranked at 88th on The Sunday Times Rich List and worth over £500 million, Felix Dennis is a publisher, poet and one of Britain's best known entrepreneurs.

Born in Kingston-upon-Thames in 1947, Dennis spent a great deal of his youth playing in R&B bands. After leaving Harrow College of Art, he became co-editor of *Oz*, an underground counterculture magazine before finding himself involved in the Old Bailey conspiracy trial against *Oz* in 1971, for which he was later acquitted.

In 1973 Felix Dennis launched Dennis Publishing and pioneered personal computer magazine publishing in the USA and the UK. The business is today responsible for publishing over 50 magazines (digital and print), websites and mobile sites in the UK including *The Week*, *Men's Fitness*, *evo*, *Auto Express*, *PC Pro* and *Viz*.

Dennis Publishing launched the UK's first successful consumer digital magazine for men, *Monkey*, which is now emailed to over 270,000 men every week. Felix Dennis has transformed the company from a traditional publisher into a multi-platform content provider with over 200,000 people visiting one of Dennis Publishing's 25 websites every day. Dennis was awarded the Marcus Morris Award in 1991, the highest accolade in UK magazine publishing.

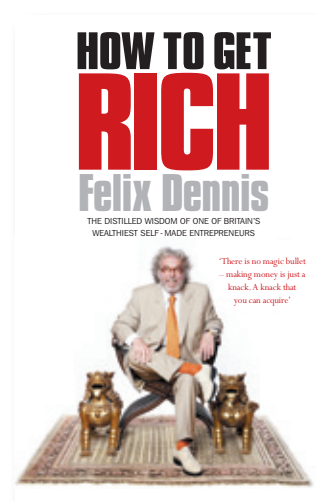
Felix Dennis is also a critically acclaimed poet, and has published five poetry collections to date. The Royal Shakespeare Company has performed his poetry on stage in Stratford-upon-Avon and New York City. His sixth book of verse, *Tales From The Woods*, will be published later this year by Ebury Press.

Today, Felix Dennis remains the sole owner of Dennis Publishing, with headquarters in London, and offices in New York, Sydney & Delhi.



About How to Get Rich:

First published in 2006, *How to Get Rich* (Ebury, £7.99) has become an international best-seller, now in its fourth reprint in both the UK and the USA.



FELIX DENNIS LAUNCHES A BRIEF GUIDE TO THE GETTING OF MONEY: *88 The Narrow Road*

88 waymarks on the road to success. *Felix Dennis*

1. On Motive
2. On Excuses
3. On Who Is Likely To Succeed
4. On The Statistical Odds
5. On The Real Odds
6. On Getting Started
7. On Choosing The Right Mountain
8. On Cutting Loose
9. On Pole Positions
10. On Humiliation
11. On Common Impediments
12. On The Tiger Chained To Your Ankle
13. On Frugality
14. On Common Start-Up Errors I: Mistaking Desire For Compulsion
15. On Common Start-Up Errors II: Failure To Monitor Cashflow
16. On Common Start-Up Errors III: Excessive Overhead
17. On Common Start-Up Errors IV: Reinforcing Failure
18. On Common Start-Up Errors V: Skimping On Talent
19. On Boldness
20. On Being In The Right Place At The Right Time
21. On Riches and Happiness
22. On Working For Others
23. On Raising Capital I: Sources Of Capital
24. On Raising Capital II: Earning It
25. On Raising Capital III: Avoidance Of Faustian Pacts
26. On Raising Capital IV: Sharks
27. On Raising Capital V: The Nature Of Dolphins
28. On Raising Capital VI: Playing With Dolphins
29. On Raising Capital VII: Banks
30. On Raising Capital VIII: Swimming With The Fishes
31. On Raising Capital IX: 51% Investors
32. On Creating The Right Environment
33. On Start-Up Hires
34. On Hiring Generally
35. On Management
36. On Eternal Lieutenants
37. On The Start-Up and The Long Wobble
38. On The Settle-Down and Continuous Revolution
39. On Team Spirit
40. On Glory Hounds and Toads
41. On Decision By Consensus
42. On Partnerships and Minority Investors
43. On The Mexican Shootout
44. On Harnessing The Fear Of Failure
45. On The Fallacy Of The Great Idea
46. On Dress Codes
47. On Promoting From Within
48. On The Paradox Of Ownership
49. On Ownership
50. On Customers
51. On Suppliers
52. On Negotiating
53. On Prioritising
54. On Luck
55. On Shortcuts
56. On Courtesy
57. On Debt
58. On Intellectual Property
59. On Emulating
60. On Delegating
61. On Trusting Your Instincts
62. On Persistence
63. On Tenacity
64. On Self-Belief
65. On Leading
66. On Protecting Your Piece Of The Pie
67. On Going Public
68. On The Trojan Trap
69. On Sacred Cows
70. On The Need To Diversify
71. On Excellence
72. On Bonus Arrangements
73. On Rivals
74. On Misfortune
75. On Taking Stock
76. On Must-Do Deals
77. On The Right Time To Sell A Business
78. On Consequences
79. On Status
80. On Qualified Accountants
81. On Milking The Cow
82. On Dragon Cages
83. On Buying Private Yachts, Aeroplanes, Etcetera
84. On Cheating The Taxman
85. On Being Right... Or Wrong
86. On The Unfairness Of It All
87. On Failure
88. On Success