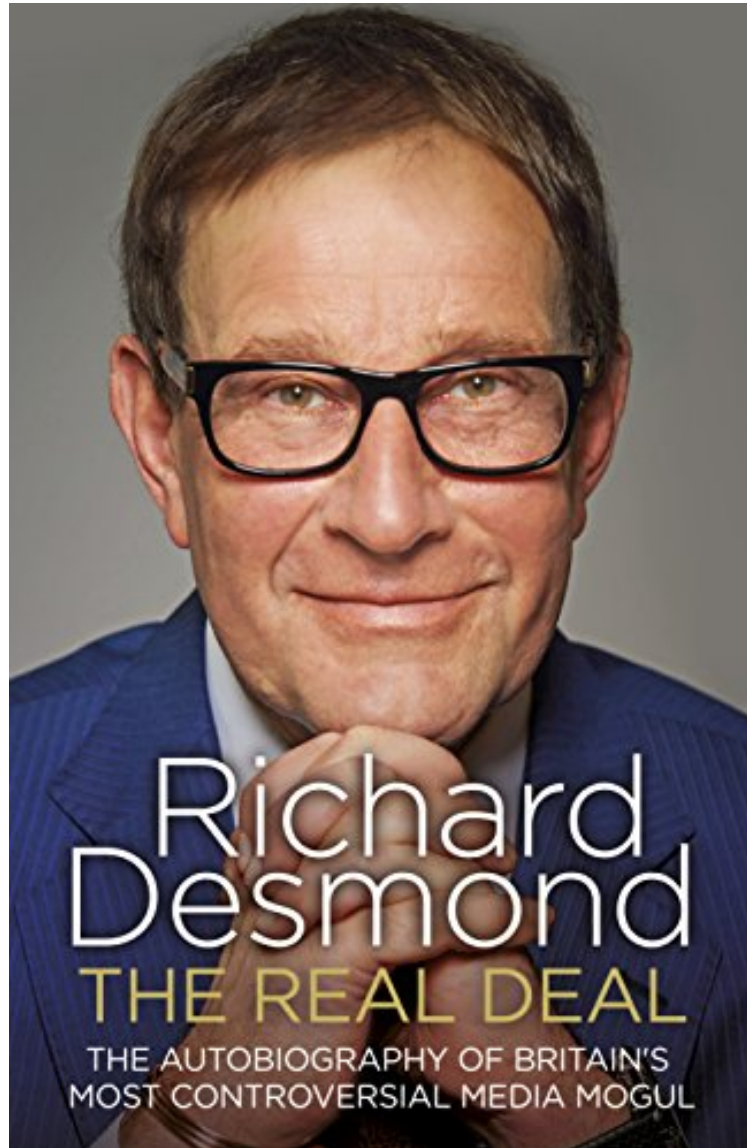


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The Real Deal: The Autobiography of Britain's Most Controversial Media Mogul

Richard Desmond

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From the age of five, when he helped his deaf father negotiate advertising contracts, Richard Desmond has always had an eye for business. In *The Real Deal* he offers a no-holds-barred account of an extraordinary career that has taken him from cloakroom attendant at a north London club to billionaire media owner. En route he tells of his early life as a rock and roll drummer, his first steps in the world of magazine publishing as a purveyor of leisure and top-shelf titles, and finally, after decades of paying his dues building smaller brands, his arrival in the big league with the launch of OK! magazine and the acquisition of Express Newspapers, his purchase and sale of Channel 5, and his pound;80 million investment in the Health Lottery, combining business innovation with help for good causes. Along the way, he imparts many of the secrets of his astounding success, as well as giving his forthright opinion (and he always has one) on such diverse subjects as politicians, religion, and the similarities between being a rock and roll drummer and running a business; as well as his views on a cast of characters ranging from Alan Sugar to Victoria Beckham and from Simon Cowell to Jennifer Aniston. Often controversial, frequently revelatory, always entertaining, *The Real Deal* is the brilliantly frank account of a life spent at the sharp end.

"A ripping yarn, fluently and wittily told." -- Lynn Barber * *Sunday Times* * "[A] wildly entertaining account of a life lived in the fast lane, one which he freely admits has attracted its own share of controversy, and yet is far more shaded than most people realise." * *Sunday Express* * "A fascinating account of the highs and lows of an eclectic career - and life." * *Jewish Telegraph* * About the Author Richard Desmond is the founder and owner of Northern Shell Plc, publishers of the Express Newspapers group, as well as the celebrity magazines OK!, New!, and Star. He is also the drummer for The RD Crusaders, a rock supergroup formed with The Who's Roger Daltrey, whose charity concerts have raised some pound;15 million.