



**ABOUT THE BOOK & AUTHOR**

Alpesh H. Patel's story is the journey of an unconventional standalone entrepreneur. Far from being a slick get-rich-quick tale, Tested follows the gritty reality of this maverick businessman as he travels the world looking for opportunities, making mistakes and – sometimes – getting it very right.

Starting out in a wealthy Gujarati family running the successful chain

of Odeon Cinemas in 1960s Uganda, Alpesh is forced to leave everything behind, fleeing Idi Amin's persecution to start again as a refugee in the UK. Negotiating his way through his teenage years in Britain, he embarks on an incredible business journey that takes him from the streets of London to the souks of Tangier, from the concrete jungle of Hong Kong to the bling of Dubai and then back to mother Africa.

This is a riveting true story of what happens when an entrepreneur tries, tries and tries and fails more times than he succeeds. Alpesh's soul-searching narrative is compellingly readable and is as packed with dramatic highs and lows as any fictitious novel; the difference being its all true.

Alpesh H. Patel epitomises the concept of 'Indian blood, African heart'. An African Indian entrepreneur, he made a name for himself in the field of mobile technology, founding the first African mobile devices brand and one of Africa's first tech start-ups.

He is now an award-winning global entrepreneur and is often described as 'an Innovator, a Disruptor and a true Visionary'. His work has been featured by more than 50 media outlets including CNN, CNBC, the BBC, Forbes, GQ and the Huffington Post.

**OUR CAMPAIGN**

We were appointed by Alpesh to work on a short campaign to help this entrepreneur tell his story in the business press. We worked with Alpesh to come up with a range of different business ideas to pitch to the business press and ideas to pitch to radio.

**HIGHLIGHTS**

With 8 pieces of coverage achieved, highlights of the campaign included securing radio interviews interviews on **BBC Radio Merseyside** and **Newstalk**. We also managed to secure features in **SME Magazine**, **Female First**, **Change Board** and in **Flight Time**, Flybe's inflight magazine.

**WHAT THE AUTHOR SAID:**

The Book Publicist were brilliant and secured high profile publicity on BBC and Newstalk radio as well as numerous leading business publications. They also have excellent copywriters who made sure all thought-leadership pieces were polished and print-ready. I would highly recommend any new author using them.

