

NEW
BOOK

Lessons and confessions of a \$200million entrepreneur

WHY SELL TACOS IN AFRICA? REVEALS ONE MAN'S DRAMATIC JOURNEY FROM THE HIGHS OF WALL STREET TO THE LOWS OF ADDICTION, BEFORE TURNING HIS LAST \$400 INTO \$200MILLION



Oxford-based entrepreneur, Paul Oberschneider was living life in the fast lane as Wall Street trader. His career was shattered when addiction and alcoholism led to him being fired, leaving him burned out and broke. Down to his last \$400, he boarded a plane to Estonia in 1992 where a series of events and opportunities led him to start seven businesses, set up a bank and a mortgage company, become one of the largest property developers in Eastern Europe and employ 850 people in a network that spanned six countries, all in the space of just 16 years.

Paul Oberschneider now reveals the life-changing business lessons of his rollercoaster journey in his new book, *Why Sell Tacos to Africa?* His dramatic story is living proof that the path to success is never a straight line, and by distilling practical business lessons from his experiences, the book will entertain, inspire and enlighten business leaders and aspiring entrepreneurs.

The book's title, *Why Sell Tacos in Africa?* illustrates Paul's simple business philosophy: entrepreneurs can make a lot of money by moving decisively in blue-sky markets. This means understanding your circumstances and then identifying and following opportunities where you face very little competition. In Paul's case, his trip to Estonia was the circumstance that drove the opportunities, but for other entrepreneurs, the right circumstances could just as easily make introducing a Tex-Mex food outlet into an untapped African country the perfect blue-sky market.

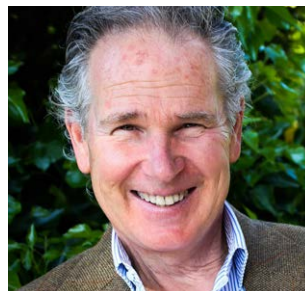
Why Sell Tacos in Africa? contains practical advice that will help readers start a business, scale it up rapidly, build a team and lead the organisation to where you want it to be. Through a series of thought-provoking and entertaining anecdotes, it will also inspire readers to reassess how they think and act on their own twisting journey to success.

Why Sell Tacos in Africa? by Paul Oberschneider is due to be published by **Harriman House** in January 2017, priced £24.99.

For further information or to download 4 free chapters, visit www.pauloberschneider.com

ABOUT THE AUTHOR

Paul Oberschneider is a seasoned start-up entrepreneur and property financier who has personally built businesses worth over \$200 million. Since 1992, he helped start a bank credit department, founded a mortgage company, and built the largest single-branded real estate company across five countries in Central Europe. He also developed a portfolio of shopping centres and hypermarkets in Eastern Europe, constructing over two million square feet of retail space. Paul retired, aged 49, before the financial crisis of 2008. Over the last two years, he's grown a chain of nineteen fast food restaurants in London and is involved in the Oxford entrepreneur community, where he serves as a mentor for start-ups and is a speaker.



"Where are you?" The most important question you should ask yourself

Leap of faith: How and why start-ups should commit to their ideas

I saw it first: Why leaders must share their vision

The time is now – why procrastination is the entrepreneur's enemy

You don't fly to the moon alone – how to build a team to share your success

Leaders v Managers – why you cannot be both for your business to really succeed

1001 ideas – how your circumstances determine which is the good one

Execution, execution, execution – why everything else is a waste if you cannot deliver

Learn to count – why YOU need to understand the numbers of YOUR business

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

Paul Oberschneider is an experienced and highly engaging speaker. He is available for interview or expert comment on a wide range of entrepreneurship and leadership subjects, and can offer by-lined articles on a range of topics, including: