



PRESS RELEASE

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THINKERS50 & UNBOUND LAUNCH NEXT GENERATION OF BUSINESS BOOK PUBLISHING

LONDON – Thinkers50 (thinkers50.com), the premier global platform of management ideas, today announced a new partnership with Unbound (unbound.com), the market-leading crowdfunding publisher.

Thinkers50 and Unbound plan a new business book imprint which will bring together the world's leading business thinkers and the latest crowdfunding technology to launch the next generation of business book publishing.

“We have been involved with business books for more than 25 years and the industry is desperately in need of a new business model,” says Thinkers50 co-founder Des Dearlove. “We believe that Unbound’s innovative crowdfunding business model combined with our community of thinkers will enable us to accelerate the availability of groundbreaking business ideas to 21st century speed.”

The initial projects to be crowdfunded in the Thinkers50/Unbound partnership include *The Paradoxes of Leadership* by the iconoclastic Finnish thinker Alf Rehn; *Pirates in the Navy* by the innovation guru, Tendayi Viki; and *Philosophy@Work* by the business philosopher Anders Indset.

“We look forward to developing our list of published books rapidly, drawing on some of the great minds in the Thinkers50 community as well as from original business thinkers yet to be discovered,” says Thinkers50’s Stuart Crainer.

Dan Kieran, Unbound CEO and co-founder, says: “We’re really excited to be working with Thinkers50. Unbound is the perfect platform to help bring the ideas and stories of some of the world’s biggest innovators and business leaders into the world, so this is a fantastic collaboration for us.”

About Thinkers50

Thinkers50 (thinkers50.com) identifies, ranks and shares the very best in management ideas. Its definitive global ranking of management thinkers is published every two years. The top ranked thinker in 2017 was Roger Martin. Previous winners of the coveted #1 spot include Michael Porter (2015 and 2005); Clayton Christensen (2013 and 2011); CK Prahalad (2009 and 2007); and Peter Drucker (2003 and 2001). @thinkers50

About Unbound

Unbound (unbound.com) was founded in 2011 by writers Dan Kieran, John Mitchinson and Justin Pollard. Since then it has published over 200 books, including the *Sunday Times* bestselling *Letters of Note*, the Man Booker Prize long-listed *The Wake*, and the winner of the 2016 Books Are My Bag Reader's Choice Award, *The Good Immigrant*. Fusing traditional ideas of patronage with contemporary crowd-funding models, Unbound seeks to publish the books which readers want to read, providing a new platform for the most challenging and innovative of projects. @unbounders

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