



PUB DATE: 3 July 2023

PRICE: R295.00

ISBN: 9781776193042

E-ISBN: 9781776191628

PAGE EXTENT: TBC

SIZE: TPB 233x152mm (P)

RIGHTS: World rights (excl. Icon territories)

CATEGORY: Biography & Memoir

BIC CODES: B, BG, BGB

ABOUT THE AUTHOR:

MICHAEL VLISMAS is an award-winning journalist and author of six books, including biographies with Gary Player, Schalk Burger Snr and Tim Noakes. He lives in Somerset West near Cape Town with his wife and two sons.

ELON MUSK

Risking it all REISSUE

MICHAEL VLISMAS

KEY SALES POINTS:

- Updated with interview with father, Errol Musk, and bizarre Twitter exploits of the past year.
- Elon Musk is one of the richest people in the world and leads a very colourful life.
- Sheds new insights on Musk's earliest days in Pretoria, with original interviews with those who knew him.
- Plumbs his psychology and personality.

MARKETING AND PUBLICITY PLAN:

- Official hashtag: #elonmusk

DESCRIPTION:

'How did a bullied, introverted Pretoria schoolboy become the world's richest person and arguably humanity's greatest change agent? Vlismas's extensively researched biography does a great job of unwrapping Elon Musk's remarkable life story.' – TOBY SHAPSHAK

Often in the news for his audacious business exploits and controversial tweets, Elon Musk is a polarising figure who inspires some and is loathed by others. Who is this boundary-pushing billionaire with grand plans of inhabiting Mars and turning Twitter into an everything app? What lies at the heart of his outsized ambition?

As an awkward Pretoria schoolboy who loved comics and science fiction, Musk's early years and singular family background were crucial in his formation. Journalist and author Michael Vlismas, who attended the same high school as Musk, knows well the environment that shaped him and offers new insights into Musk's development, including his troubled relationship with his father.

Now updated with an extensive interview with his father, Errol, this book traces Musk's remarkable life, from his South African childhood to his move to Canada at 17 and then to the US – where he built Tesla and SpaceX into two of the world's most famous companies. This is the story of a man who is utterly unafraid of risk.

KEYWORDS:

Elon Musk, Tesla, SpaceX, Pretoria Boys' High, space exploration, renewable energy, billionaire, electric vehicles, solar power, Twitter

Contact details

Sales: Kelly Ansara | kelly.ansara@jonathanball.co.za

Publicity: Jean-Marie Korff | jeanmarie.korff@jonathanball.co.za

Client Services: 011 601 8000



JonathanBallPublishers