Winners:
And How They Succeed
Exclusive Book Launch Event

Alastair Campbell knows all about winning. As Tony Blair’s chief spokesman and strategist he helped guide the Labour Party to victory in three successive general elections. And he’s fascinated by what it takes to win. How do sportsmen excel, entrepreneurs thrive, or individuals achieve their ambition? Is their ability to win innate? Or is the winning gene something we can all develop? Drawing on the wisdom of an astonishing array of talented people - from elite athletes to top managers, from rulers of countries to rulers of global business empires - Alastair Campbell uses his forensic skills, as well as his own experience of politics and sport, to get to the heart of success.

See more at www.alastaircampbell.org

Wednesday 18 March 2015
18.30
Herringham Hall, Regent’s University London

Join us for this exclusive event, with a talk by Alastair Campbell followed by a drinks reception. Tickets are £15 and include a copy of Alastair Campbell’s new book, ‘Winners: And How They Succeed’ (RRP £20).

www.regents.ac.uk/winners

Books available to collect at the event.
Please bring your receipt or order confirmation email on the evening.