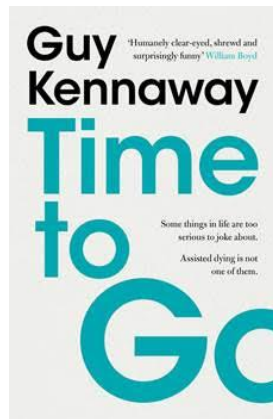




# MENSCH 2022 CATALOGUE

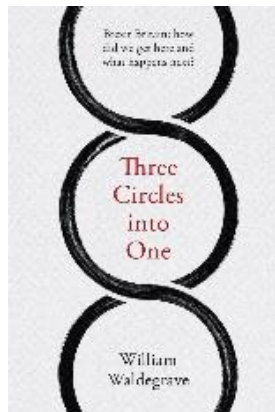
Publishers' catalogues are by tradition populated with glowing blurbs, the occasional review, and important details about length, format, price and other 'metadata'. You will find all that on this [website](#) but I thought you might enjoy an alternative catalogue with the less obvious details behind a book. I have listed the books in order of first publication for want of a better system and the information is entirely random.

## Guy Kennaway: Time to Go



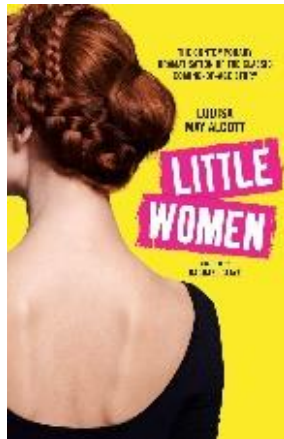
Guy's Mum, Susie, was a neighbour of mine and she told me how worried she was that her son, Guy, was writing a book about her and her husband's desire to decide for themselves when they died and they might want his help to assist in the process. Of course, mother and son disagreed about bits of the book so Guy allowed Susie to have her unedited say which you can hear [here](#). The debate about assisted dying continues as do sales of this unique book. Nobody but Guy Kennaway makes the serious subject of assisted dying funny.

## William Waldegrave: Three Circles into One



I commissioned this book from one of the most insightful commentators on British governance at the height of the turmoil surrounding UK's efforts to exit the EU on most favourable terms. The UK negotiating team was hopeless and we have ended up with an almost total disaster with no clear path to a better future. I wish our leaders and indeed the British electorate had all read this book and it's not too late. The author's appearance on BBC TV's Newsnight on publication generated significant sales and Amazon (God bless them) are selling the book for around £2, the bargain of the year.

### Rachael Claye and Louisa May Alcott: Little Women



Rachael has adapted the classic novel for performance by a small group of actors. The show opened at [The Space](#) and was a sell-out with rave reviews. Of course as soon as we published, principally for amateur dramatic groups and schools, we hit lockdown big time. However, now that the world is opening up a bit there can be few better blues beaters than to put on a play like Little Women. It can work for all (or most anyway) ages and levels.

### Lee Janogly: Getting Old: Deal with it



Shortly after we published Time to Go, I received a proposal to publish a book on how to stay fit and grow old gracefully until such time as assisted suicide was called for. Initially I rejected the proposal on some spurious grounds but the author, Lee, didn't give up and she wrote back saying she wasn't interested in my opinion but the opinion of Susie, Guy's mother. As a result, I asked Susie who stayed up until 3.00 in the morning and told me I should publish it, which I did. We have reprinted four times, sold foreign language rights, and every January it has a burst in sales as people try to recover from holiday over-indulgence.

### Olivia Fane: Why Sex Doesn't Matter



When I established Mensch Publishing I assumed that literary agents would disapprove of my contractual terms (no advances, royalties based on sales value not on notional retail price, world rights etc). I was thus surprised to be contacted by one of London's leading agents who thought that we would be the best publisher for Olivia's new book, all about the perennial best-selling subject, sex. You'll have to read the book to understand Olivia's stance and it's hard to avoid her at literary and philosophy events around Britain.

### John Willis: Churchill's Few



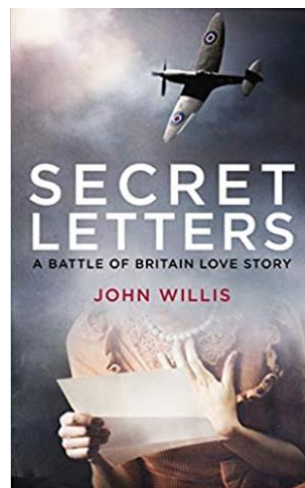
John Willis is a successful TV documentary-maker and media executive but also an historian with enormous gratitude to those brave people who fought to preserve our freedom from Nazi tyranny. Indeed, his own father, the dramatist Ted Willis, was on the *Sonderfahndungsliste GB*, Hitler's death list in the event of an invasion of the UK. We published this story of six young airmen fighting during the Battle of Britain and every 15 September we remember them, and all the others, with enormous respect.

### Vanessa Branson: One Hundred Summers



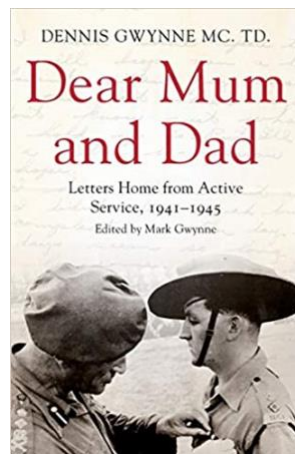
Vanessa tells the story of her family in this generous and open memoir of three generations of entrepreneurs, including, of course, the emergence of Virgin, under her brother's leadership, as one of the most important global brands of the last one hundred years. We published in the depths of the lockdown but thanks to digital audio, e-books, and Internet retailers the book has established itself among the very best contemporary memoirs.

### John Willis: Secret Letters



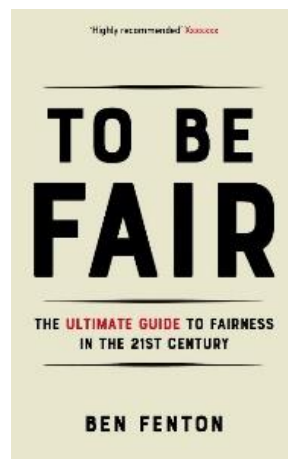
In the course of researching Churchill's *Few*, John Willis came across Geoffrey Myers and his letters to his wife in occupied France during World War II. These letters were never sent because Myers was Jewish and he feared for the safety of his wife and children should they be discovered by the SS. The letters are a rare, unvarnished portrayal of war and a poignant portrait of love in extremely difficult circumstances.

### Mark Gwynne: Dear Mum and Dad



More war letters, this time from the jungles of Burma and fighting alongside the Gurkhas. The movie, *The Bridge on the River Kwai*, gave one portrait of the conditions, the courage, and the contradictions of that campaign; these letters give another, more pragmatic, less sentimental, more authentic, but no less moving. With support from Joanna Lumley and Piers Morgan sales of the book have exceeded all expectations and profits go to the Gurkha Rifles charity.

### Ben Fenton: To Be Fair



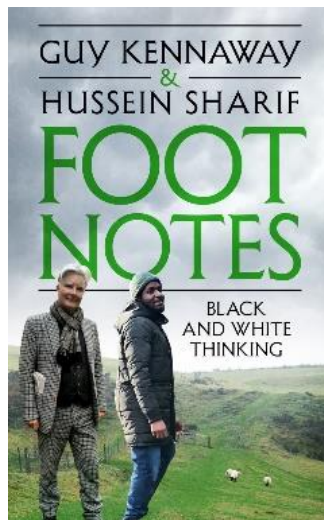
Ben covered media companies for the Financial Times while I was on the board of Bloomsbury. Over the years he has become fascinated by the concept of fairness in all aspects of life – from sport to government and everything in between. In a world where power, prejudice, and polarisation hold sway perhaps a closer look at the concept of ‘fair play’ is called for and this book is the ultimate guide.

### Guy Kennaway: The Accidental Collector



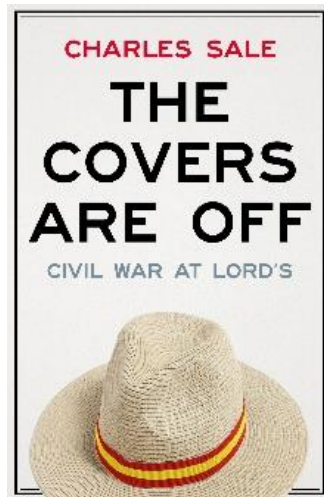
It was never the intention at Mensch to publish any fiction but how could I resist Guy Kennaway's brilliant romp through the contemporary art world. Not only did I laugh throughout so did the judges of the Bollinger Everyman Wodehouse prize for comic fiction 2021. As a result of the prize we brought forward paperback publication to make it the perfect stocking-filler for this and any future Christmas.

### Guy Kennaway and Hussein Sharif: Foot Notes



Not satisfied with publishing one book in the spring of 2021 Guy (with the help of his walking companion and sort of nephew-in-law, Hussein) wrote a second, challenging our and his views on racism in Britain today with a comedy 40-mile walk through the Welsh countryside. The idea was to show Hussein the beauty of the British countryside. It transpired that the education was the other way with Hussein enlightening Guy about the issues of being a young black immigrant in Britain.

## Charles Sale: The Covers Are Off

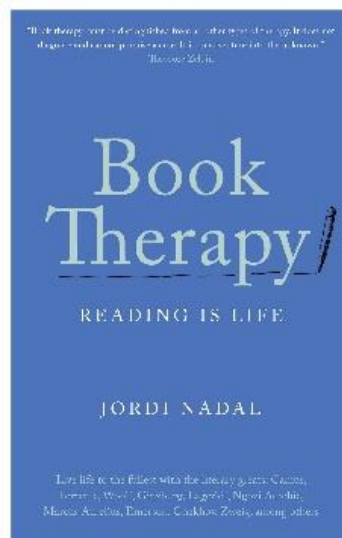


It is no secret that I love the absurd game of cricket and I love the home of cricket, Lord's. This book opened my eyes to the less lovely aspects of the internal workings of the owner of this ground, the Marylebone Cricket Club (MCC) and the limitations of a self-appointed leadership when it comes to commerce, inclusivity, and fairness. The book was supported by enormous marketing campaigns around matches held at Lord's and in particular taking all the advertising spaces on the [escalators](#) at St John's Wood tube station and having cyclists ride around the ground with sandwich boards about the book.



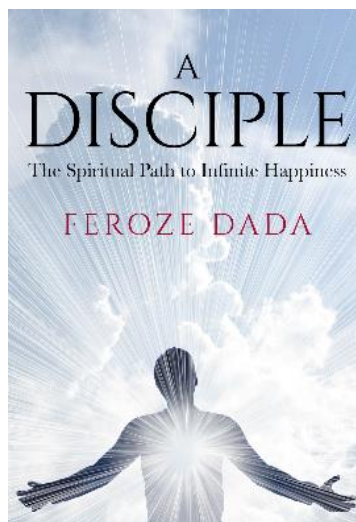


### **Jordi Nadal: Book Therapy**



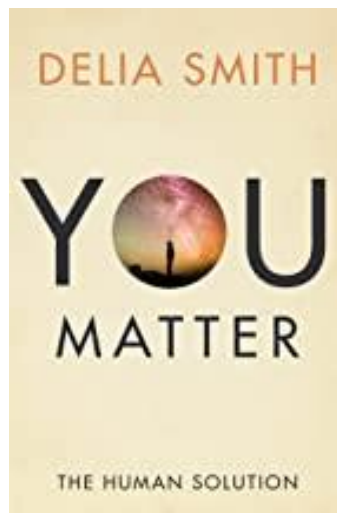
It was not only novels I vowed not to publish but also translations. But when my Spanish friend, Jordi Nadal, showed me his book all about the books which have inspired him and asked if we could collaborate on English edition I couldn't say no. The selection of authors in the book is, to Anglo-Saxon eyes at least, eclectic and the theme that books are a therapy for both mental and physical health concerns as well as bringing enjoyment and insight is irresistible.

### **Feroze Dada: A Disciple**



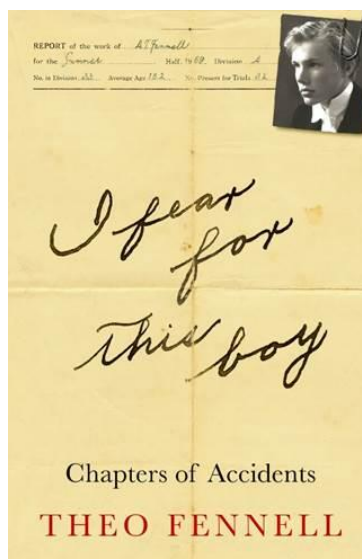
An old colleague from medical publishing days called me about this book for which he is the agent. I know almost nothing about Buddhism and even less about the importance of meditation but I was convinced by Feroze's enthusiasm and intellect. It will be published in February 2022 and we have already negotiated a special edition for the Indian sub-continent to make the book more affordable there. Of course, if the book achieves its aim of helping readers find the spiritual path to infinite happiness then any price is worth paying.

### Delia Smith: You Matter



Delia is certainly the most well-known of our authors but known for an entirely different sort of book. She came to Mensch through her former agent, Debbie Owen, and her current one, Simon Juden both of whom felt that Mensch could do a great job in helping Delia to speak about matters other than cookery which are central to her thinking and belief. I am so grateful that a combination of unconnected people and events – the Publishers Association of which Simon was CEO, the Frankfurt Book Fair where I would see Debbie at the famous Peter Mayer dinner, Norwich Football Club – brought Mensch a wonderful and life-enhancing book from Britain’s most trusted author.

### Theo Fennell: I Fear for This Boy



Another set of coincidences led to this, the final title in this catalogue for the time being. I received an email from the novelist, William Boyd, whom I have known for many years, originally as the husband of one of my colleagues at OUP and later as an author at Sinclair-Stevenson and at Bloomsbury. He introduced me to Theo whose memoir is so ridiculously modest and funny that I simply couldn’t resist the challenge of publishing a white, 70-year-old, privileged old Etonian. It deserves to be classified alongside all the very best comic memoirs and we’ll do our best to make that happen.