

***Bloomberg by Bloomberg, Updated* by Michael R. Bloomberg to be
Published by Wiley and Available Everywhere January 7th**

Updated Second Edition of the Best-Selling Book First Published in 1997



Praise for *Bloomberg by Bloomberg*

"Lots of entrepreneurs make money. Lots of entrepreneurs who make money write books. Few of those books make you glad they did. This one does."

- ***The New York Times Book Review***

"Mike is a big thinker and a great philanthropic leader. His ability to drive local and global change, coupled with his willingness to take bold risks, is inspiring. We can all learn from his example."

- **Bill and Melinda Gates**

"This is the best insight yet on how one man shook up the entire financial information industry."

- **Richard Branson, Founder, Virgin Group**

***Bloomberg by Bloomberg,
Revised and Updated
by Michael R. Bloomberg***

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(December 6, 2018) – On January 7th, 2019 Wiley will publish ***Bloomberg by Bloomberg, Updated***, by **Michael R. Bloomberg**. The highly anticipated second edition of *Bloomberg by Bloomberg* sees the first major update of Michael Bloomberg's autobiography since it was first published in 1997. Told in his own words and candid style, *Bloomberg by Bloomberg* offers an intimate look at the individual who rose from a middle-class background in Medford, Massachusetts to become a pioneer of the personal computer age, mayor of New York, one of the world's most generous philanthropists, and one of America's most respected—and fearless—voices on gun violence, climate change, public health, education and other issues.

In the two decades since *Bloomberg by Bloomberg* was first published, Bloomberg L.P., the company that Michael Bloomberg founded, has grown to nearly 20,000 employees in more than 120 countries. His philanthropy has multiplied many times over: He had given away \$6.4 billion before announcing his latest gift in November, a \$1.8 billion commitment to his alma mater, Johns Hopkins University, devoted exclusively to financial aid - the largest gift ever made to an educational institution. And he has become internationally known as one of the world's most effective leaders: He was elected mayor of New York just weeks after the attacks of 9/11, and served for 12 years, during which time he made New York City a national leader in creating jobs, reducing gun violence, tackling climate change, improving education, fighting poverty, improving public health, and promoting volunteerism.

The second edition of *Bloomberg by Bloomberg* updates Bloomberg's personal journey, while retaining the personal stories, powerful insights and unique management lessons that made the first edition a success. *Bloomberg by Bloomberg* tells how Michael Bloomberg created his groundbreaking company at the dawn of the personal computer age, and how it revolutionized the financial world and helped level the playing field for smaller firms. Bloomberg also describes his greatest innovations, building a “social network” and “cloud” for business and finance professionals before anyone had heard of either phrase. The book also details how Bloomberg instilled a series of values in his organization that haven't changed, from unparalleled customer service, to hard work and risk taking, to a greater emphasis on transparency and teamwork.

The entrepreneur, technology pioneer, public servant, philanthropist and fearless voice on timely issues – there is no one in business or politics like Michael Bloomberg. *Bloomberg by Bloomberg* provides an intimate look at every side of his extraordinary life.

Bloomberg by Bloomberg is currently available for pre-order and will be available wherever books are sold on January 7th. All royalties from the sale of the second edition will be donated to the Committee to Protect Journalists.

For more information, please visit: bloombergbybloomberg.com.

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