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# Warren Buffett to Cooperate on a book by Wall Street Analyst Alice Schroeder The first book on his life and ideas to be published by The Bantam Dell Publishing Group

For the first time in his life, after years of declining offers from editors, authors, and publishers to write a memoir or a book of his business principles, Warren Buffett has agreed to cooperate on a book by Alice Schroeder, former Morgan Stanley insurance analyst, Irwyn Applebaum, President and Publisher of The Bantam Dell Publishing Group, announced today. The book, which will be published in hardcover by the The Bantam Dell Publishing Group in 2008, is tentatively titled, **THE SNOWBALL: How Warren Buffett Collected Friends, Wisdom and Wealth.**

The book, which the author is calling “a biography of Warren’s ideas,” will be the result of the thousands of hours Schroeder has spent with Buffett, talking about his life and career, as well as her unprecedented access to his files, friends and associates. Ms. Schroeder's insight into Buffett evolved over the many years she has known him in her role as a top analyst on Wall Street. The book will explore how Buffett became the most successful investor in American history and the strategy that he employed as he built Berkshire Hathaway into a corporation that has generated a record rate of returns for decades. It will focus on Warren’s lessons, “a perspective,” Ms. Schroeder notes, “that we all wish we had as we face the day-to-day issues and the decisions that dominate our lives.”

Irwyn Applebaum, President and Publisher of the The Bantam Dell Publishing Group, acquired North American hardcover, paperback and book club publishing rights to the book for the company. The author was represented by David Black, of the David Black Literary Agency, who holds foreign rights to the title.

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