

TAKING THE RISK

MY ADVENTURES IN TRAVEL AND PUBLISHING

HILARY BRADT

Hilary Bradt's "must-have ticket to a life of adventure" comes into paperback

Taking the Risk is Hilary Bradt's engaging, insightful, amusing and sometimes alarming memoir about serendipitous adventures in travel and publishing. A travel industry trail-blazer who co-founded Bradt Guides, Hilary looks back on 50 years of escapades, surprises, mishaps, disasters... and success. From her first solo trip aged three, she revisits six decades of hitch-hiking, feeding the travel habit by working abroad, and starting a successful travel publishing company where knowing

KEY SALES POINTS

- New paperback edition of acclaimed hardback that was originally published to coincide with Bradt Guides' 50th anniversary, in 2024
- Hardback publication received widespread publicity, including major features in the *Guardian* and *Telegraph* and several radio and podcast interviews
- For her services to tourism, Hilary Bradt has received an MBE and four lifetime achievement awards, and been made an Officer of the National Order of Madagascar

ABOUT THE AUTHOR

Hilary Bradt is an award-winning publisher and writer, lecturer and sculptor. She co-founded Bradt Guides in 1974 and remains a director.

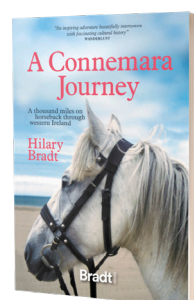


"I loved this book: a must-have ticket to a life of adventure"

MATTHEW PARRIS

"My inspiration and benchmark for how to make travel really count"

KATE HUMBLE



9781784778255
£12.99
MARCH 2021

MARCH 2025 • 9781804692783 • £12.99 • 352pp • 198mm X 130mm
24 COLOUR PHOTOS • PREVIOUS EDITION ISBN 9781804691847

DISTRIBUTED BY
GRANTHAM BOOK SERVICES (GBS)
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