

BUILT FOR THE CITY

Inspired by the old Eastway Circuit in East London where they both once used to ride, Matthew Pryke and Stephen Britz set out to create a brand for people who regard their bike as more than just a mode of transport. Their new 13-strong Eastway range is specifically designed for the urban commuter and the sport cyclist. Built to be strong and durable but light and efficient, the models can take the tough ride and rapid pace of the City. The sizeable collection has options to suit all varieties of city ride, from road to single speed and from hybrid to cyclo-cross.

eastwaybikes.com



ATTRACTION IS NOT A CHOICE

Since writer Neil Strauss first exposed a previously unknown sub-culture of pick-up artistry in 2005, hushed chatter and mixed opinions have followed. The years in between have led to refinement and innovation in 'the industry' and The London School of Attraction is the classy response to the ill-informed seedy reputation, teaching people how to attract rather than seduce. The LSA propels fearful men to approach women whom they desire and coaches them to interact without the paralysing fear of social and sexual inadequacy that so often cripples them in conversation. London is undoubtedly one of the hardest places in the world to meet that perfect stranger, and the LSA promises to help single men and women in overcoming the artificial barrier of their social stigma.

lsattraction.com



POWER PADDLERS

Though you may not realise it, 'The Devizes to Westminster International Canoe Marathon' is one of the most demanding, open-to-all endurance events on Earth. The non-stop, 125-mile journey by kayak or canoe from Devizes takes rowers along the Kennet & Avon Canal and will last an exhausting 24 hours. The race concludes in the River Thames, with the end-point at Westminster in the heart of London. It must not be forgotten that the victors, along with everyone else, will have trained through heavy snow, frozen canals and icy winds. The participants will approach the finish line on 1 April, during Easter Weekend.

dwrace.org.uk



NOTHING PERSONAL

A fluctuating economy and the pursuit of wealth will always lead to a struggle for power in the City. *Office Politics* is what it says on the cover – how to survive and, more

importantly, prosper in an office environment. Oliver James flashes a revealing look at the behavioural patterns and psychology of psychopathic, Machiavellian and narcissistic colleagues who are out to one-up you on a daily basis. The most startling, yet somewhat obvious insight when you really think about it, is that certain industries actually value these antisocial, selfish skillsets. It's not too challenging to guess which ones.

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