

EDITOR'S CHOICE

Greatest Of All Time



Muhammad Ali is without question one of the greatest sportsmen to have ever lived. Few argue with the famous tag - the Greatest of All Time - which has immortalised Ali in the history of sports personalities.

The *Greatest Of All Time*, or *GOAT*, is a beautifully produced, enormous and extravagant tribute to Ali. By enormous, we're talking a book that's half a metre square and weighs 34 kg!

GOAT is limited to 10,000 individually numbered copies, each signed by Muhammad Ali and photographer Jeff Koons, regarded by many as one of the best sports photographers in the world.

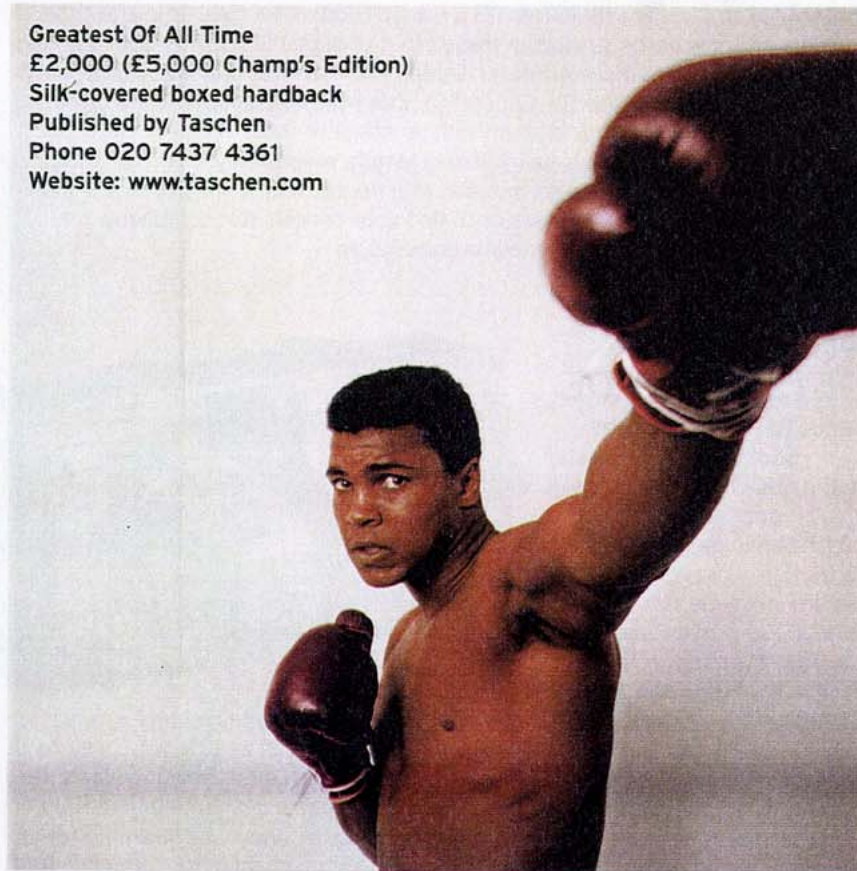
As you'd expect, a book like this isn't cheap. In fact, it's as expensive as a small car. The Collector's Edition (limited to 9,000 copies) costs a whopping £2,000, while The Champs Edition (1,000 copies) is a staggering £5,000. Unless you're a massive Ali fan with a bank balance to match your admiration, it's unlikely you'll even consider buying this book. But bear one thing in mind - if you're looking for an investment that's guaranteed to make you more money than hiding your cash under the mattress, then this is the sort of collectible you should consider.

From a photography point of view, the 800 huge pages of *GOAT* are filled with over 3,000 images of Ali's rise to fame, including the overhead shot of Ali walking away triumphantly after knocking out Cleveland Williams in 1966, which was voted *Best Sports Picture* of all time by readers of the *Sports Observer*.

GOAT is an extravagance, there's no doubt about that, but if any book of images deserved its hefty price tag, then it's this one.

Daniel Lezano

Greatest Of All Time
£2,000 (£5,000 Champ's Edition)
Silk-covered boxed hardback
Published by Taschen
Phone 020 7437 4361
Website: www.taschen.com



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