

**Rhyme
and
reason**
Muhammad Ali

If floating butterflies are anything to go by, Muhammad Ali knew a good soundbite when he heard one. So too does legendary ad man George Lois. The two come together in this volume, designed and edited by Lois, which collects some of The Champ's sharpest, brashiest and downright weirdest quips.

'Ali Rap: Muhammad Ali The First Heavyweight Champion of Rap' (Taschen) is out on 23 January

