



31st July 1965





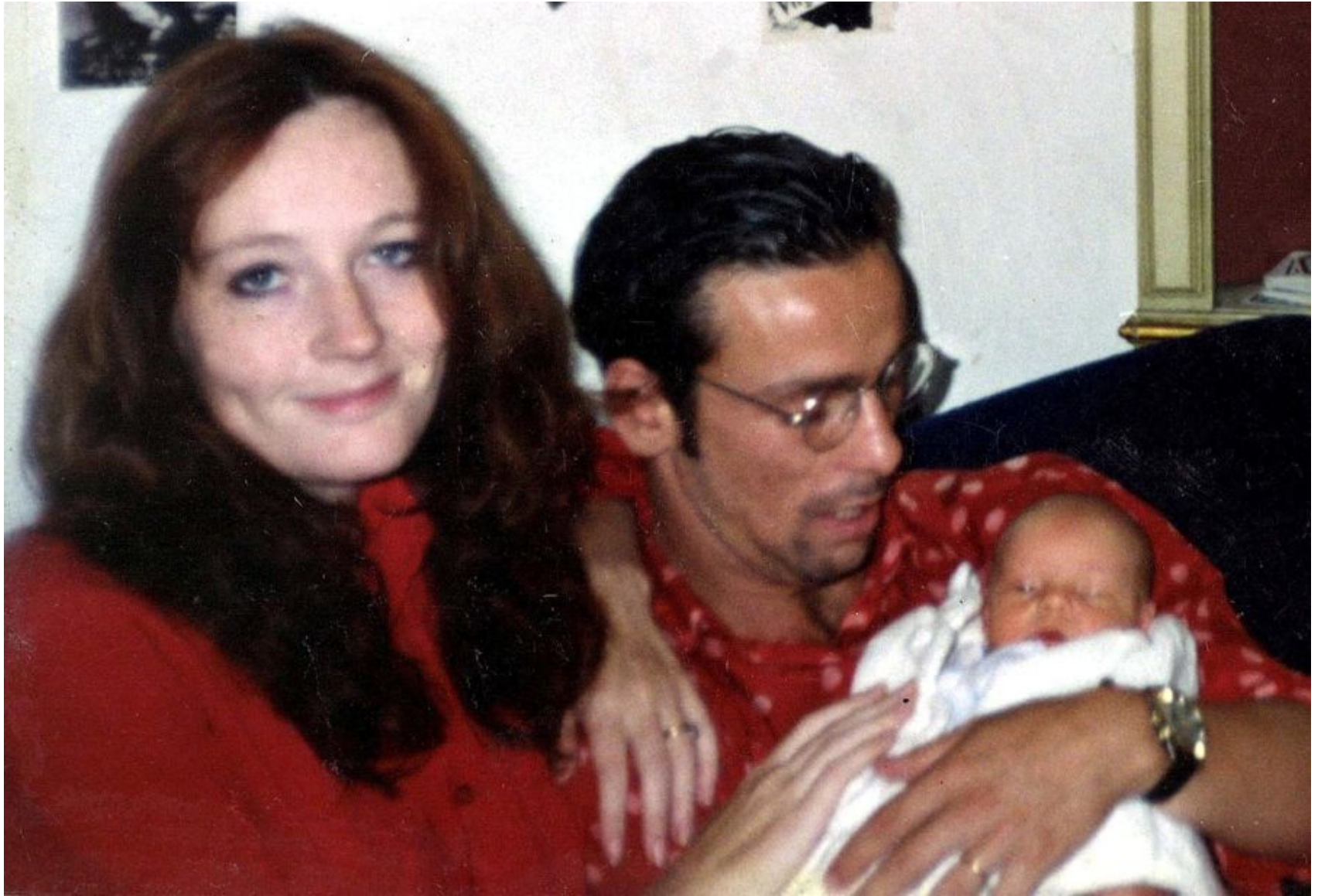
2000



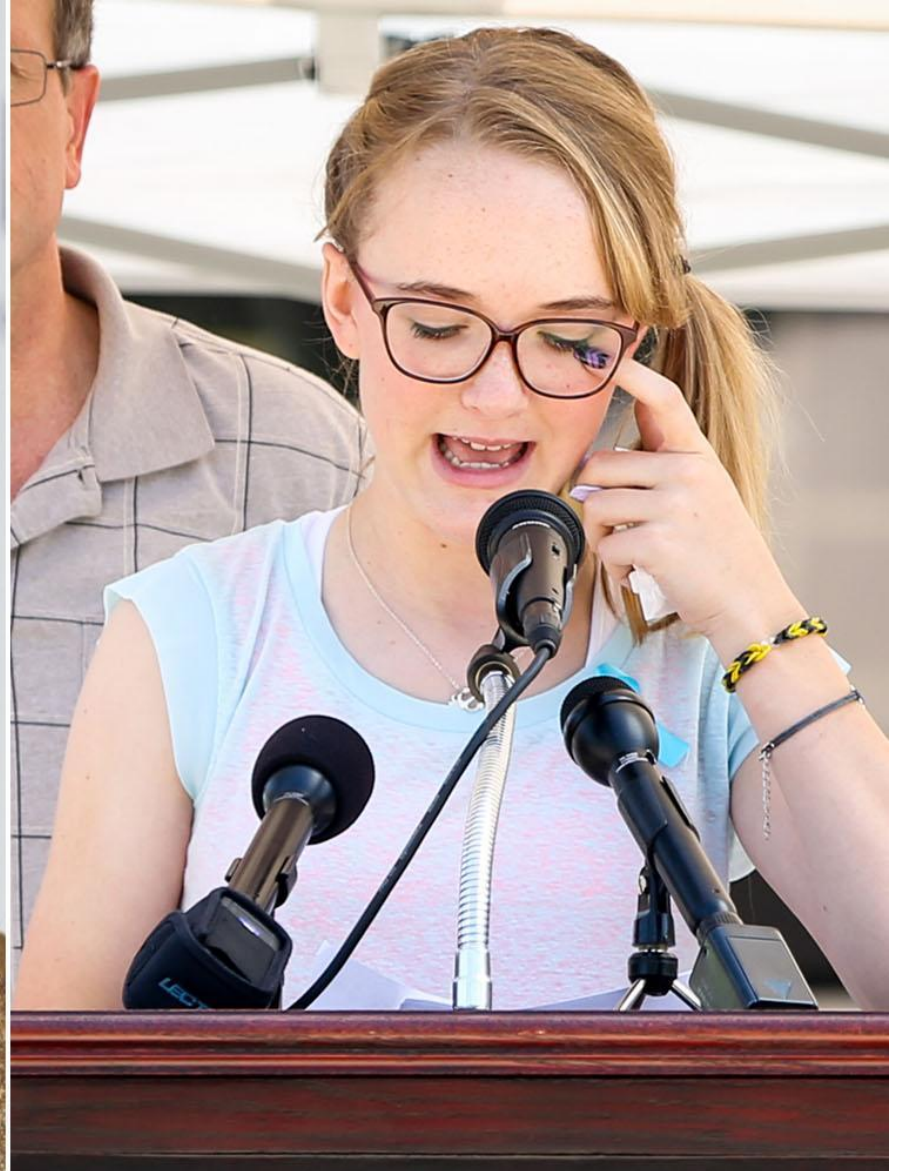
2007



Jorge Arantes



Jessica



“DEPRESSION IS THE MOST UNPLEASANT THING I HAVE EVER EXPERIENCED...IT IS THAT ABSENCE OF BEING ABLE TO ENVISAGE THAT YOU WILL EVER BE CHEERFUL AGAIN. THE ABSENCE OF HOPE. THAT VERY DEADENED, WHICH IS SO VERY DIFFERENT FROM FEELING SAD. SAD HURTS BUT IT'S A HEALTHY FEELING. IT IS A NECESSARY THING TO FEEL. DEPRESSION IS VERY DIFFERENT.”

-J.K ROWLING

Depression isn't just
being a bit sad. It's
feeling nothing. It's not
wanting to be alive
anymore.

J.K. Rowling

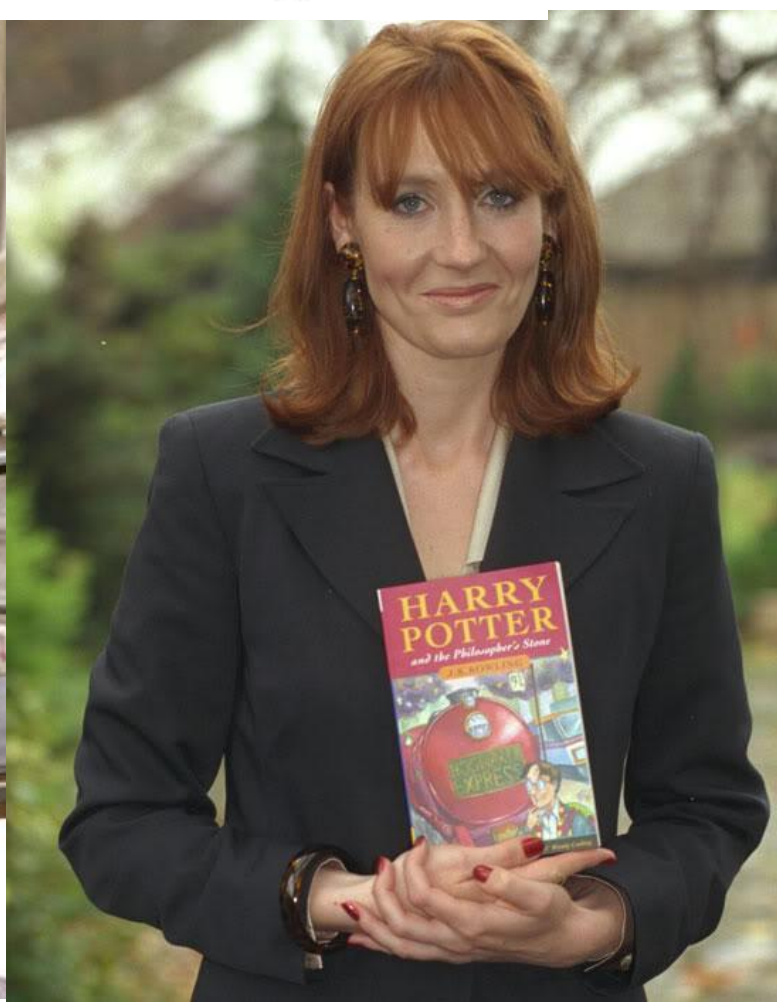
Dr. Neil Murray

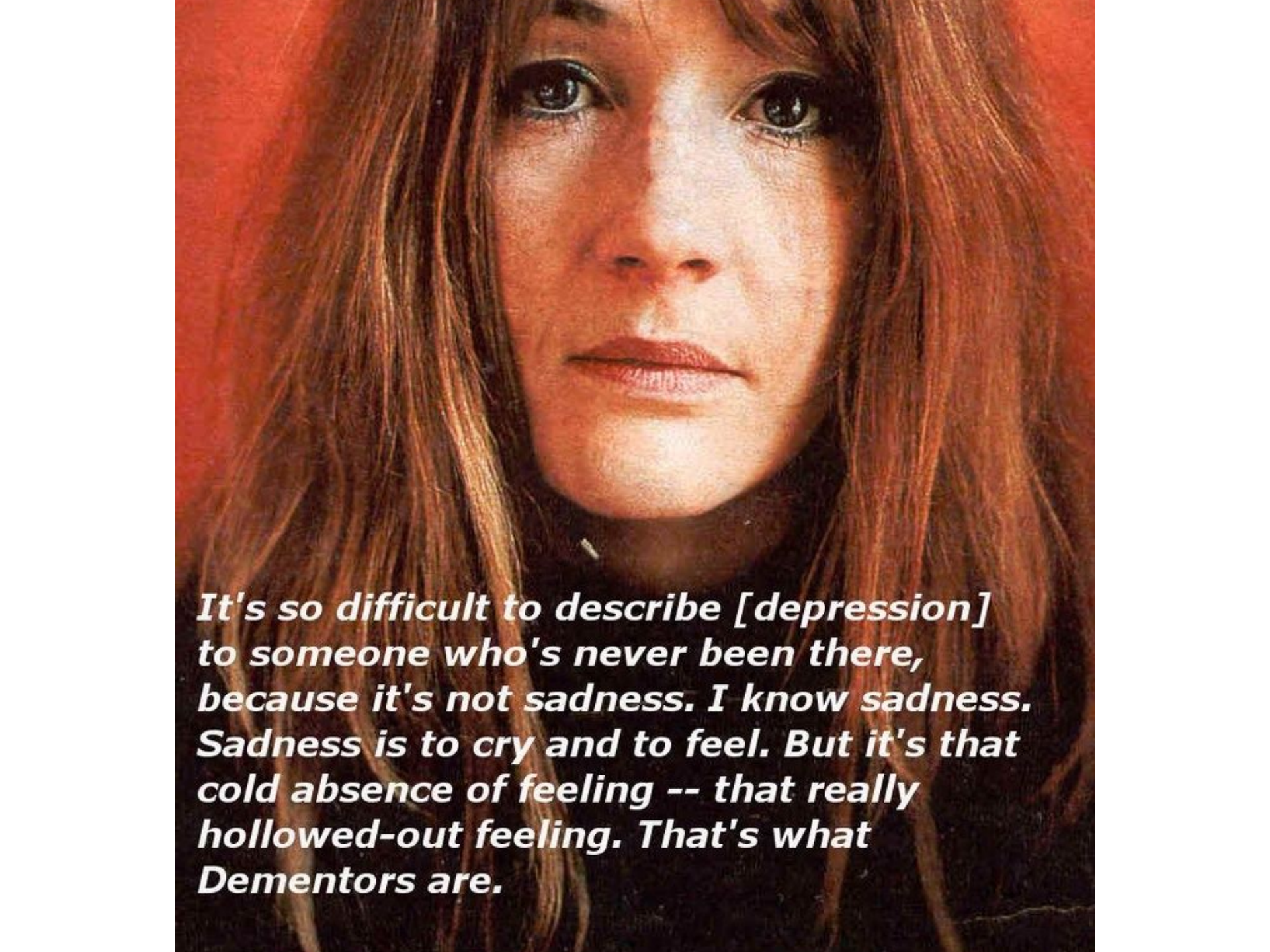


from Manchester to London King's Cross - 1990



B L O O M S B U R Y






It's so difficult to describe [depression] to someone who's never been there, because it's not sadness. I know sadness. Sadness is to cry and to feel. But it's that cold absence of feeling -- that really hollowed-out feeling. That's what Dementors are.

after Voldemort's downfall






She tortured them for information...



...but they never gave in.



I'm quite proud to be their son.

Hermione's parents



the scar on Harry's forehead lightning
shaped



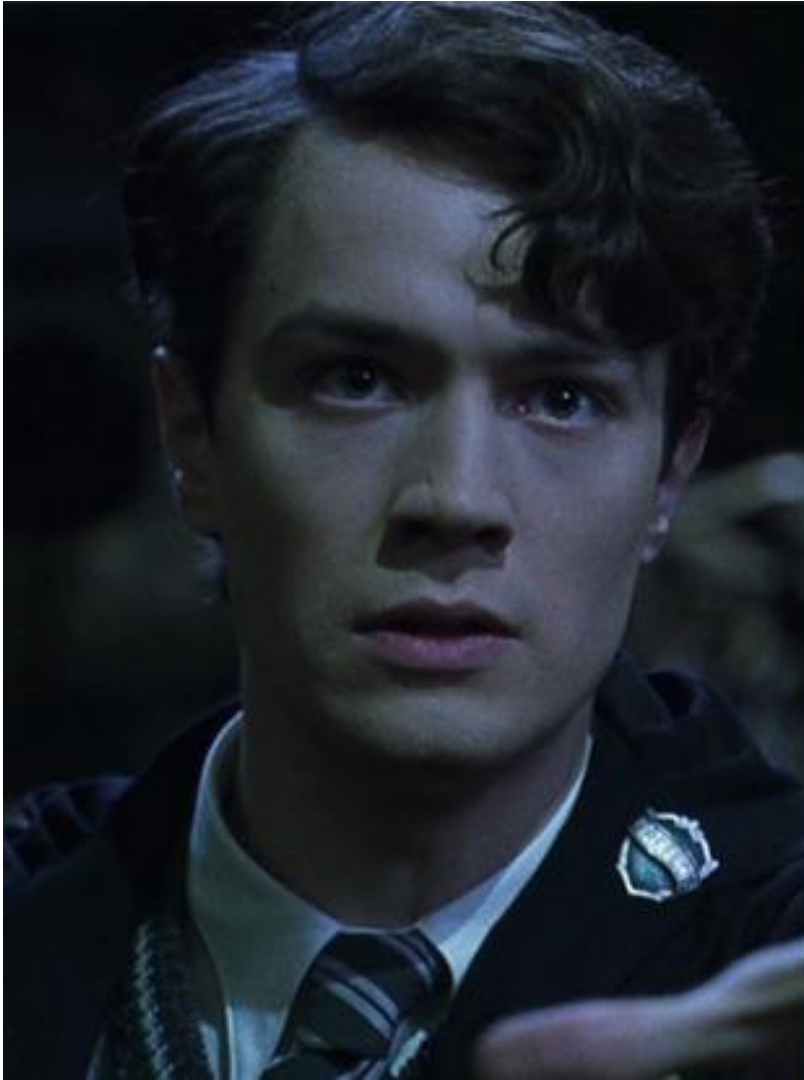
Snape

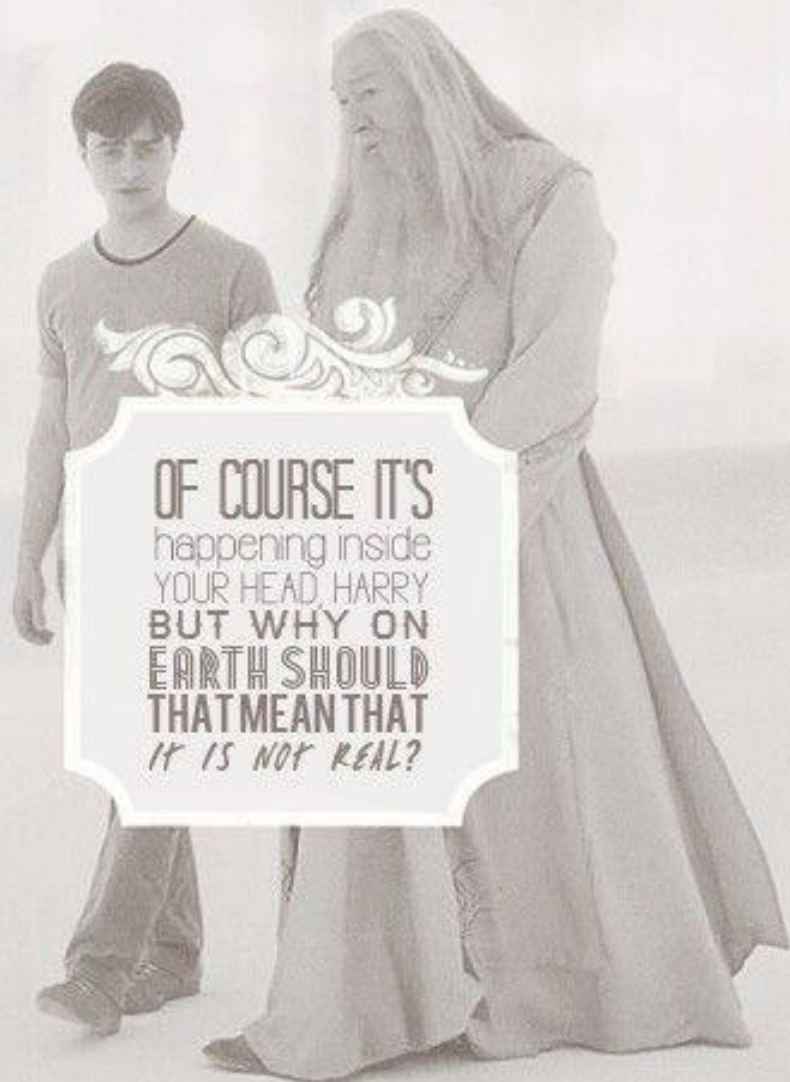


the Mirror of Erised



Voldemort





OF COURSE IT'S
happening inside
YOUR HEAD, HARRY
BUT WHY ON
EARTH SHOULD
THAT MEAN THAT
IT IS NOT REAL?

SPECIAL ISSUE

Forbes

Billionaires



BUFFETT | \$43 Billion



TRUMP | \$2.3 Billion



LI | \$2.4 Billion



KHODORKOVSKY | \$1.6 Billion

THE WORLD'S RICHEST PEOPLE

- ▶ MEET 64 NEW FACES OF MONEY
- ▶ BUFFETT CLOSES IN ON GATES
- ▶ LONDON'S BAD BOY BILLIONAIRE

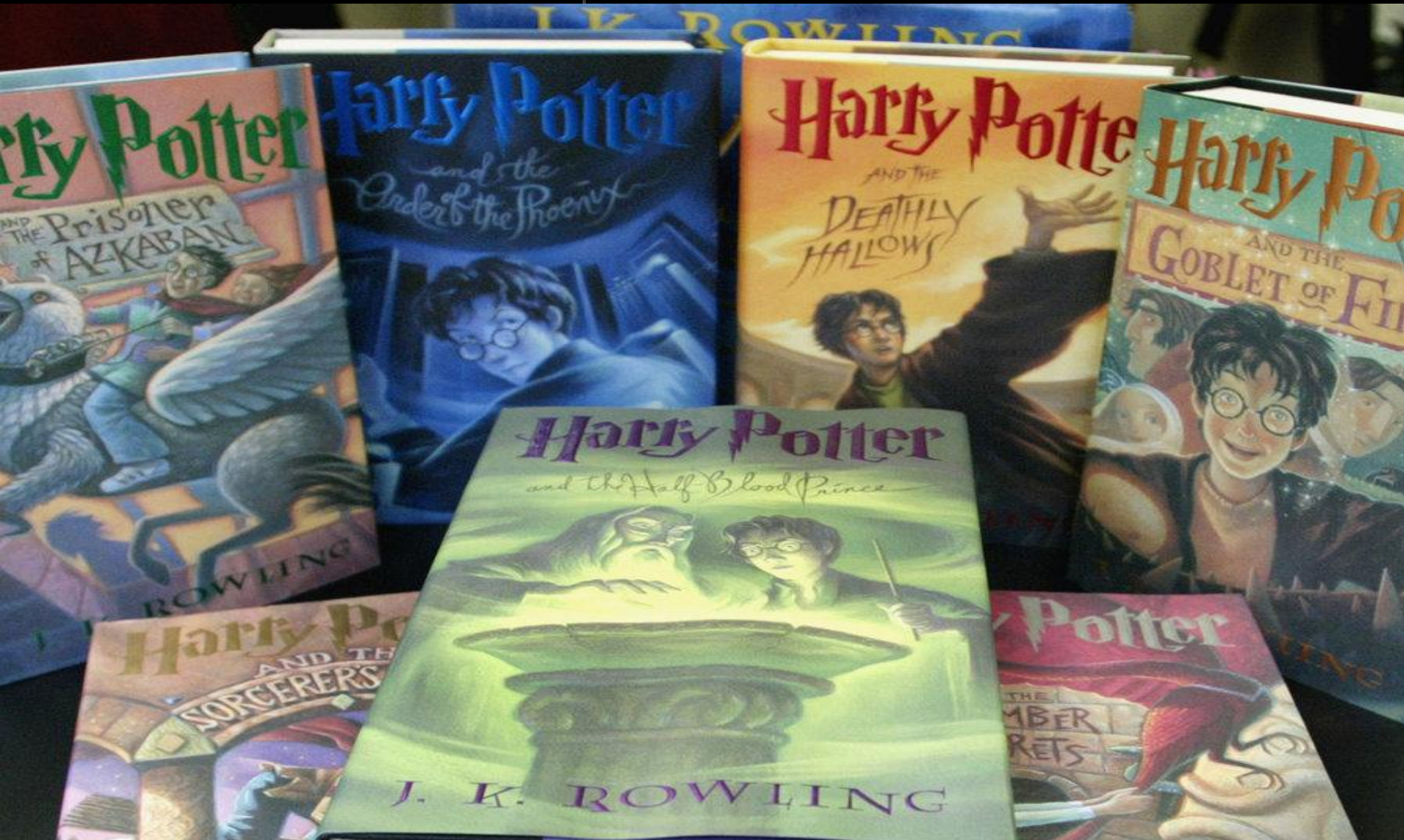


FROM WELFARE TO WEALTH
HARRY POTTER CREATOR
 J.K. ROWLING
 \$1 Billion



Harry Potter

HISTORY OF THE BOOKS

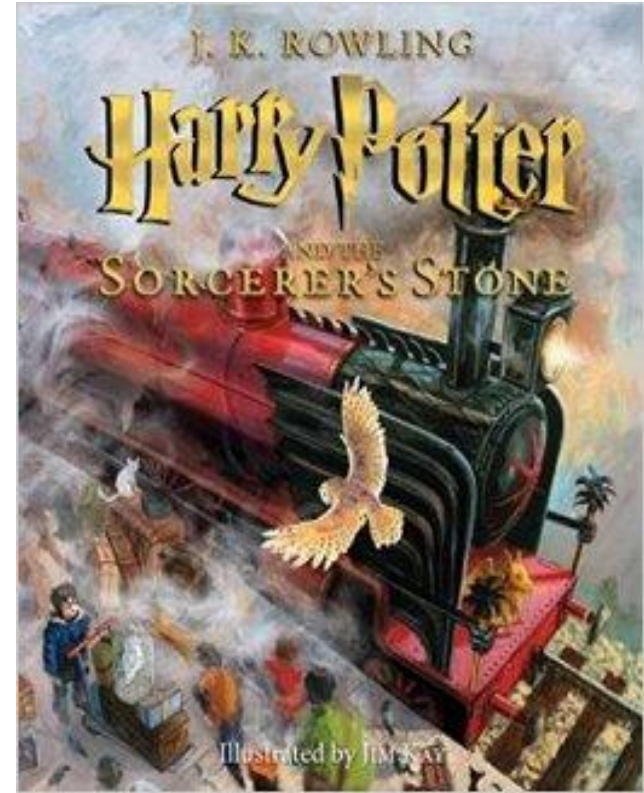


SERIES OVERVIEW

- *The 7 Harry Potter books have sold nearly 500 mln copies.*
- *The bestselling book series of all time.*
- *Only The Bible and The Red Book have sold more copies.*
- *Translated into more than 70 languages.*

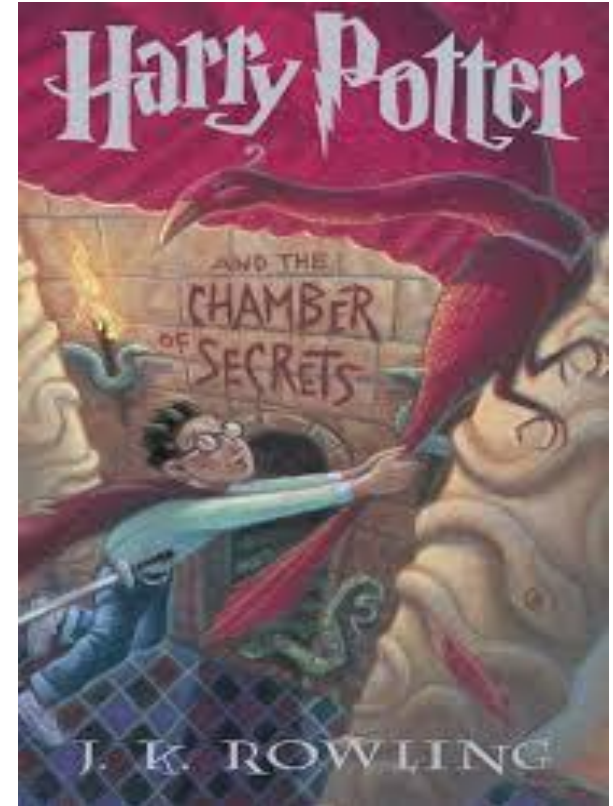


HARRY POTTER AND THE PHILOSOPHER'S/SORCERER'S STONE



- *J.K. Rowling finished the manuscript in 1995.*
- *It was rejected by dozens of publishers.*
- *200 copies hit store shelves only in June, 1997.*
- *Later that year, the book earned the UK's National Book Award.*
- *As for 2012, Philosopher's Stone has been translated into 74 languages, including Latin and Ancient Greek.*
- *More than 107 million copies of the novel have been sold worldwide.*

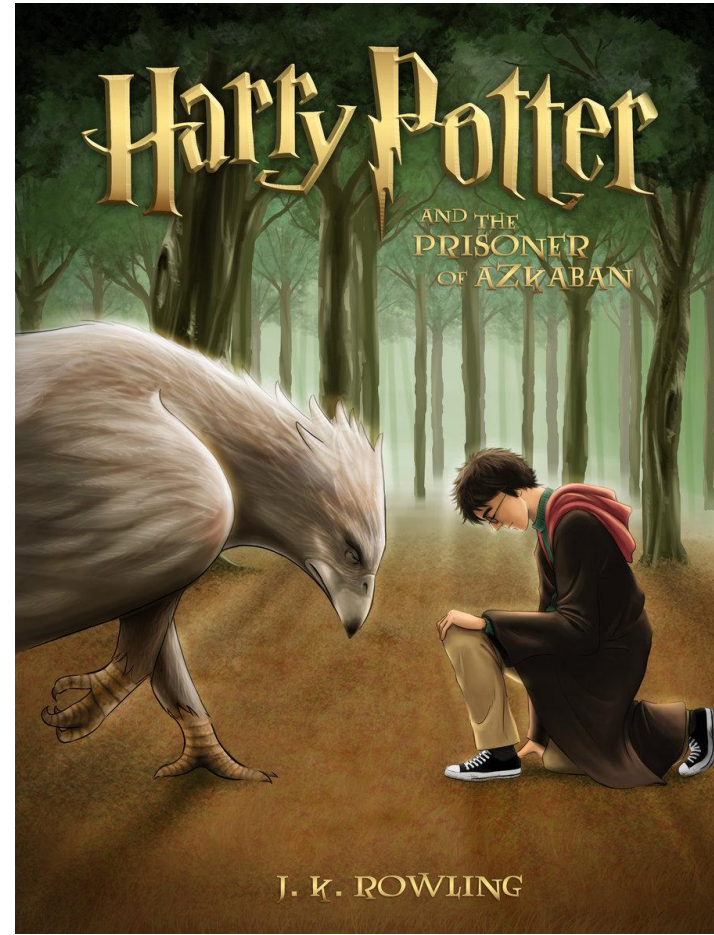
HARRY POTTER AND THE CHAMBER OF SECRETS

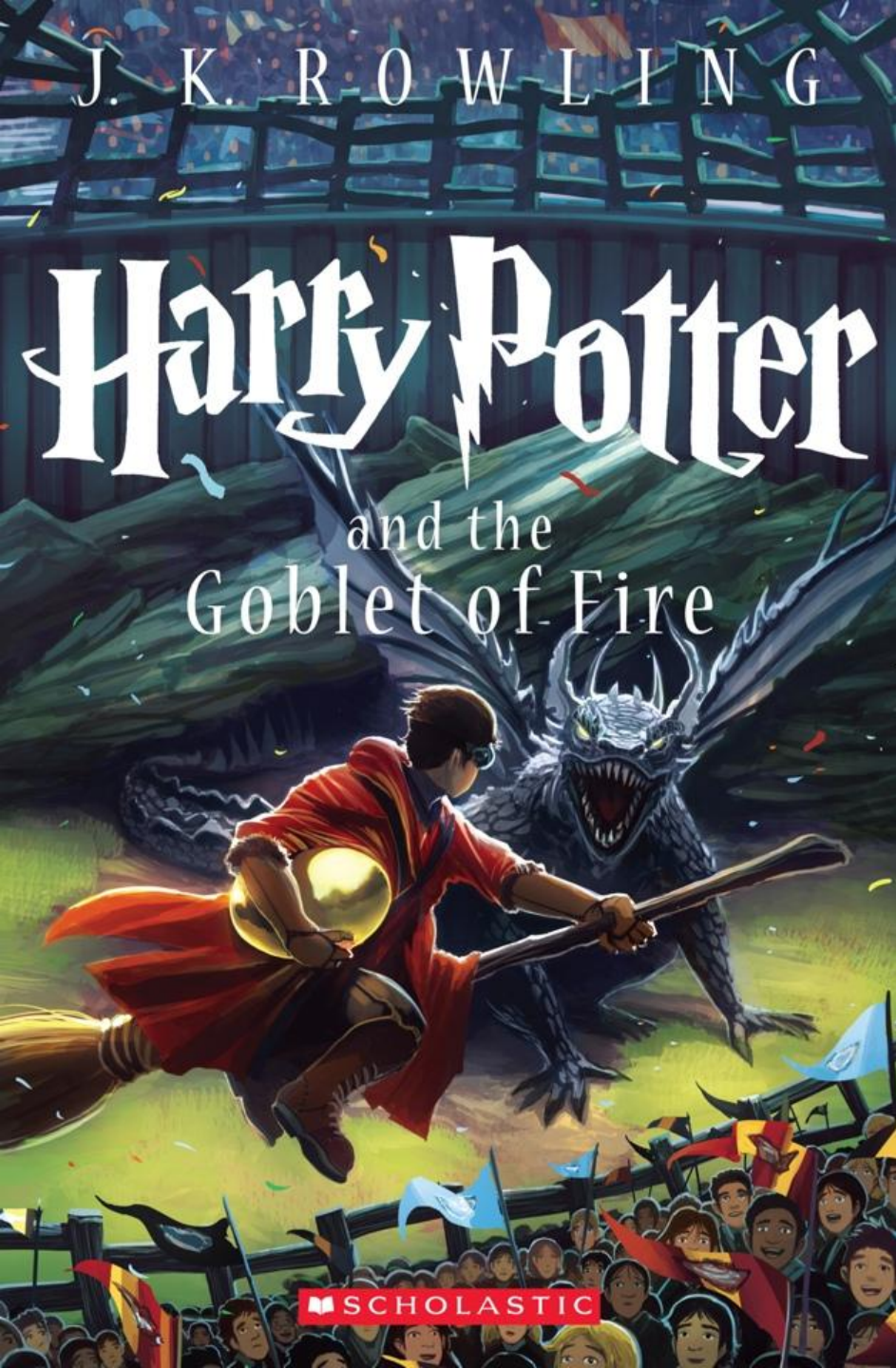


- *It quickly rose to the top of bestseller lists.*
- *Translated into 72 languages.*
- *As for 2012, it has sold 77 million copies worldwide.*
- *The American Library Association's Best Book for Young Adult.*
- *The 2nd installment in the Harry Potter series was published on July 2, 1998 - UK, June 2, 1999 - USA.*

HARRY POTTER AND THE PRISONER OF AZKABAN

- *It was published in July of 1999, 3 months later in the USA.*
- *Took the number 1 spot on the New York Times bestseller list.*
- *Along with other honors, Prisoner of Azkaban was named the Whitbread Book of the Year for 1999.*



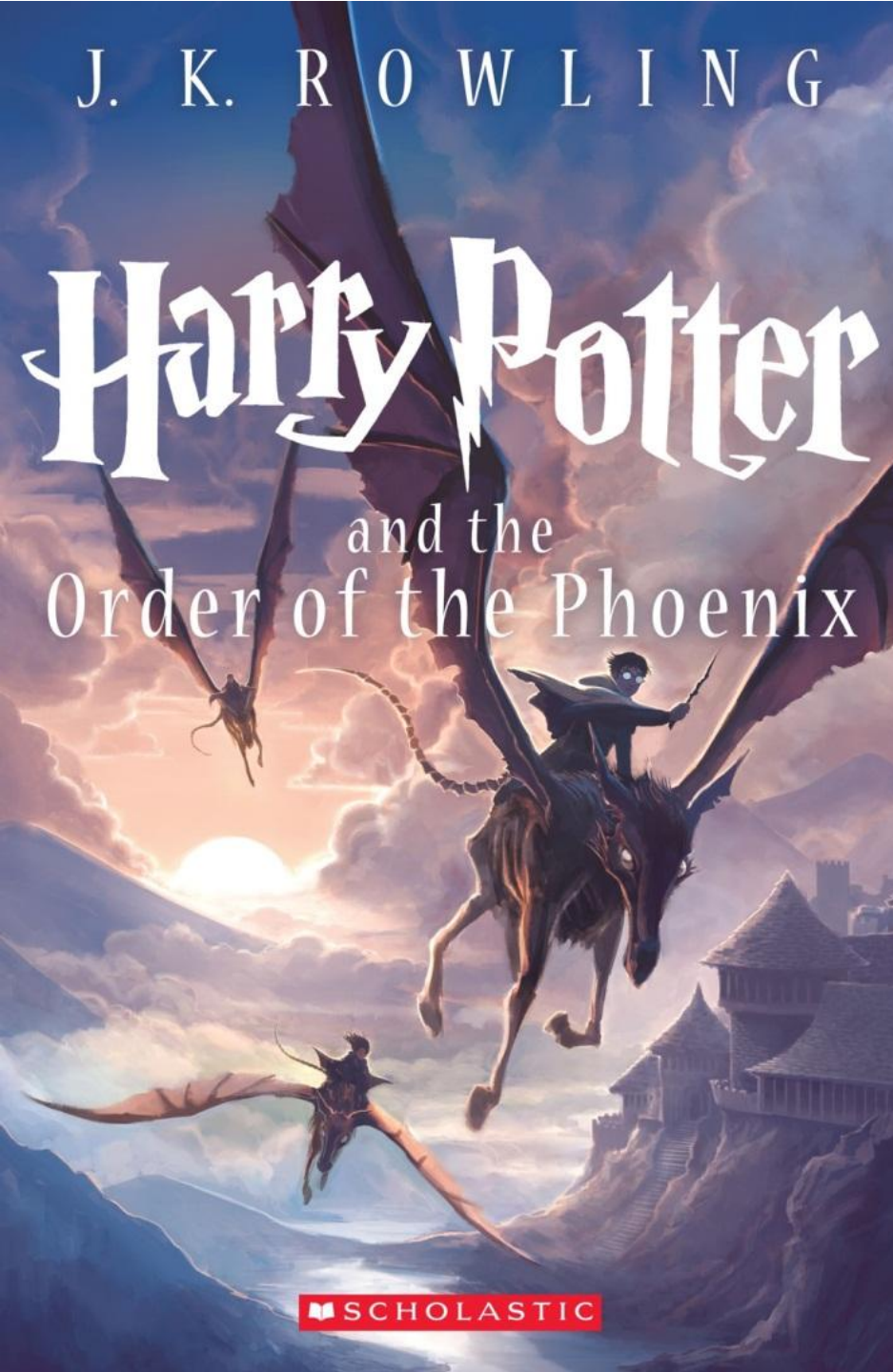


- July 8, 2000
- Intended to call the book “Harry Potter and the Doomspell Tournament
- In 2001, the novel won the Hugo Award for Best Novel

J. K. R O W L I N G

Harry Potter

and the
Order of the Phoenix




- June 21, 2003
- Broke the previous record for fastest selling novel of all time
- It sold five million copies in the first 24 hours alone

J. K. R O W L I N G

Harry Potter

and the
Half-Blood Prince



 SCHOLASTIC

- July 16, 2005
- Sold a record-breaking 11 million copies on the first day of its release
- It won the British Book of the Year award for 2005

J. K. R O W L I N G

Harry Potter

and the
Deathly Hallows



- July 21, 2007
- There were several leaks of the books content
- The series had absolutely smashed its own record for a final time