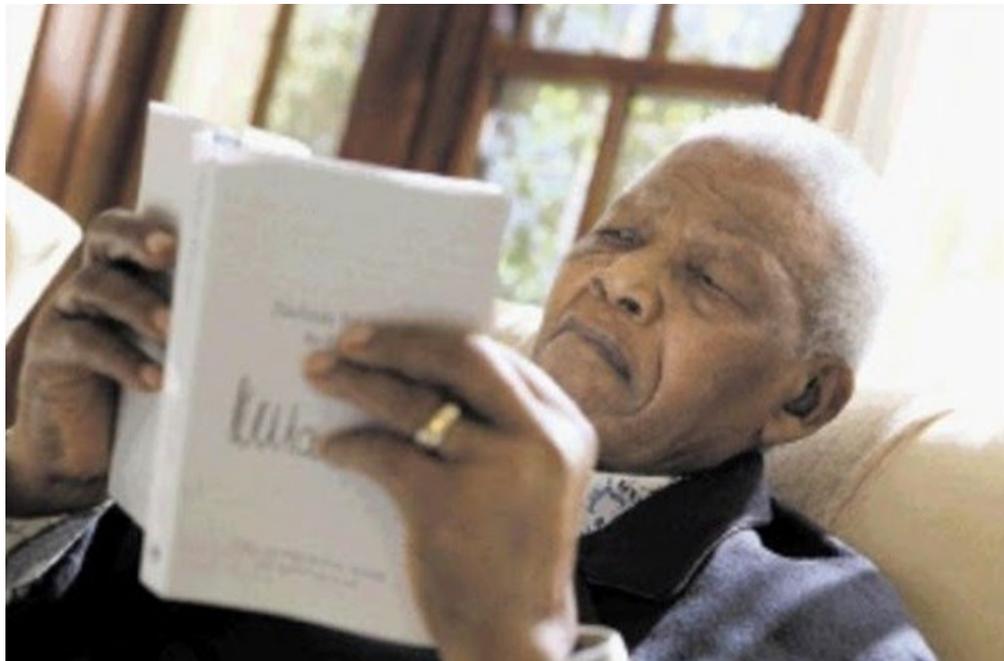


## Madiba 'brand' a winner

By [Petru Saal](#)

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From colouring books to signed autobiographies, there is no denying that the Nelson Mandela name is a money spinner.



Former president Nelson Mandela's life is profiled tonight on DSTV's History Channel | [Sunday Times/Debbie Yazbek](#)

A new addition to the vast collection of books about the global icon has generated controversy by giving a glimpse into the former president's last days.

Mandela's Last Years retails for R230 but on Amazon's website a colouring book about the former president is being advertised for a head-spinning R17389.05.

Also listed is Nelson Mandela: The Man and the Movement, by Mary Benson, which will cost you R59577.93.

A signed copy of Long Walk to Freedom costs R49961.45.

The latest book, by Madiba's former doctor, Vejay Ramlakan, has sparked outrage in the Mandela family, and the executors of his estate are threatening legal action, arguing that disclosures in the book are a breach of doctor-patient confidentiality.

Ramlakan claims he received permission to write the book from a Mandela family member but publishers Penguin Random House announced yesterday that it would be withdrawn from sale.

"Penguin Random House accepted Mandela's Last Years for publication after the author Vejay Ramlakan advised the publisher that he had been requested by Mandela's family to publish the book. However, given statements from family members, we have decided to withdraw the book," the company said.

Branding expert Raymond van Niekerk said the Nobel Peace Prize laureate had built a solid brand and people were willing to pay to gain an insight into the man.

"Mandela's brand is almost like an aura. It is what most brands strive for, that authenticity. A lot of things will be written about him, a lot of things will be said - the reality is that he transcends almost anything," said Van Niekerk.

"Because of his struggle credentials, his 27 years on Robben Island and the way he unified the country he has a bulletproof brand."

**Source:** The Times

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