



**PRESS RELEASE**

March 09, 2018

**Pygargue International Editions announces the immediate worldwide availability of *The IRIS Book* on the Amazon platform.**

**Court-Saint-Etienne, March 9, 2018** – “The IRIS Book” ([www.iris-book.com](http://www.iris-book.com)) is presented as a “Guide to Entrepreneurship” and is designed to share experience with the new generation based on the example of IRIS, the Belgian success story.

This book, which has received a growing success since its release in 2017, with more than 1000 copies sold (see our Press release of November 29, 2017) is now available on worldwide basis on the sites [www.amazon.fr](http://www.amazon.fr) [www.amazon.co.uk](http://www.amazon.co.uk) and [www.amazon.de](http://www.amazon.de)

It is possible to easily locate the book with the following keywords:

- the iris book pierre
- pierre de muelenaere
- the iris Book pierre de muelenaere
- 978-2-9601962-0-7 (qui est le numéro ISBN de l'ouvrage)

**Dr. Pierre De Muelenaere**, the author of the IRIS Book and the Founder and Past President & CEO of IRIS Group, explains:

*“Since its inception, the IRIS Book has been designed as a unique and entrepreneurial publishing project. The book is presented as a guide to Entrepreneurship and is **written in English to allow an international distribution.***

*Even if this choice is not typical in the Belgian publishing world, it seemed to me like a logical choice for that book, if we consider that in essence, **Entrepreneurship is a very international topic.** Furthermore, this book captures some of my experience of 33 years at the head IRIS, a company that has developed truly worldwide activities with teams of different nationalities and of different cultures. Working in English has also allowed me to integrate contributions of renowned personalities from all parts of the world (USA, Japan, India, Germany, France, etc.), which makes the content of the book even more interesting.*

*Today, we have readers of the IRIS Book in many different countries, however, up to now, the availability was not truly international. The availability of the IRIS Book on Amazon is then a very important step for this project. It will allow the interested people, regardless of their country, to get easily get the IRIS Book delivered to them by Amazon.”*

**Media Contact:**

Pierre De Muelenaere

[marketing.pygargue@icloud.com](mailto:marketing.pygargue@icloud.com)

Mobile : +32475653053

[www.iris-book.com](http://www.iris-book.com)





## ABOUT EDITIONS PYGARGUE INTERNATIONAL

The IRIS Book is an **entrepreneurial project** in the publishing field.

It is intended to promote a **unique book on Entrepreneurship** at international level, also leveraging a cycle of conferences and partnerships with organizations promoting the **development of the Entrepreneurship spirit in Europe**.

To develop that project, it was necessary to set-up a new publishing house.

**Editions Pygargue International** is a small publishing house created to commercialize the IRIS Book. The company has taken in charge all the tasks and investments related to the creation and commercialization of the IRIS Book.

The IRIS Book is available through a network of book shops, partners and on the internet.

Detailed information is available on [www.iris-book.com](http://www.iris-book.com)

Editions Pygargue International is a department of Pygargue SPRL.





## ABOUT THE IRIS BOOK

### THE CONTEXT

After a few years of preparation, Pierre De Muelenaere founded the Belgian company IRIS in 1987, to commercialize the results of his PhD. The first product of the company Texiris™ 1.0 was the commercial version of the innovative Optical Character Recognition technology developed.

Since then, and for 33 years in a row, Pierre was leading IRIS through all development steps, from a University Spin-off to a listed company and finally for its integration into Canon.

The IRIS Book 1982-2015 captures that unique experience and is designed as a road book that illustrates and reflects on the *key concepts of Entrepreneurship*. It is organized around topics, such as, *Strategy & Management, Technology & Innovation, Partnership & Culture, Crisis & Disruption*, etc.

Each topic is divided in different sections that relate to a specific question or subject. The reader can select a section of interest from the Table of Orientation and access it directly to learn more about the IRIS story and the more general *Lessons Learned* on that subject.

This book is designed to share real-life experience with engineers, young or confirmed entrepreneurs, managers willing to grow internationally, professors, etc. Its original format that allows an easy selection of the subject matter and proposes many pictures and cartoons should make it accessible to a wide audience, especially to the new generation.

The IRIS Book is presented in more details on the Website [www.iris-book.com](http://www.iris-book.com)

### SOME UNIQUE FEATURES OF IRIS BOOK

- The IRIS Book is written in English for a wider and more international audience. The complete title is: *The IRIS Book 1982-2015*. The subtitle is: *A 33 years story on Entrepreneurship from Belgium and what you can learn from it!*
- The book is designed to share experience with the new generation.
- *Eric Domb (Founder of Pairs Daiza)* and the *Baron Luc Bertrand (Chairman of Ackermans & van Haaren)*, two respected personalities of the Belgian business world have written the prefaces of the IRIS Book. They both know very well the IRIS project and have directly contributed to its development.
- The format of the book is 17 cm x 24 cm.
- It contains *474 pages in 4 colors with 642 pictures or cartoons*.
- The IRIS Book has benefited from the input of *63 people* (from Europe, USA, Japan, etc.) who have directly contributed to this project (graphic design, pictures, cartoons, cross-check of the stories, etc.)
- There are *162 Lessons Learned* and *29 statements from key personalities*.
- 16 partners, who are all active in the development of Entrepreneurship, support the IRIS Book project.
- The price is €45 (VAT included).
- The IRIS Book has been realized in self-publishing through the company Pygargue.

- The promotion of the book is done amongst others, through cycles of conferences or lectures organized with actors of the Entrepreneurship.
- The Website [www.iris-book.com](http://www.iris-book.com) provides more information on this project, for instance on the content of the book, the events that are organized and the on-line or retail point of sales.

