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VUSI THEMBEKWAYO AND MICHAEL HINTON'S NEW BOOK UNDERDOGS HAS CLIMBED TO NO.1 ON AMAZON'S BEST SELLER CHARTS

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From: The Office of Vusi Thembekwayo

Six years of research, four rewrites and an ambitious vision have culminated in a major publishing milestone for Vusi Thembekwayo and Michael Hinton.

Their newly released book, *Underdogs: How Small Players Can Become Business Titans*, has climbed to No. 1 on Amazon's bestseller charts less than a week after its official launch in Johannesburg, South Africa, on 15 October 2026.

Published by Jonathan Ball Publishers, *Underdogs* examines what it takes for individuals and businesses to overcome seemingly insurmountable odds and achieve extraordinary success.

The bestseller milestone marks a significant start to the book's commercial journey and comes as Thembekwayo and Hinton embark on a series of launch engagements across South Africa.

Following its Johannesburg debut, the *Underdogs* book tour continues in Cape Town on 5 November and Durban on 12 November 2026, bringing the authors and their latest work to audiences across the country.

Underdogs is available to order through Amazon, Exclusive Books and other leading booksellers.

ORDER NOW

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