

From Start-Up to Shaving Empire: Eric Malka's New Business Memoir Reveals All

Tracing The Art of Shaving's Path from Start-Up to Acquisition by Gillette/Procter & Gamble

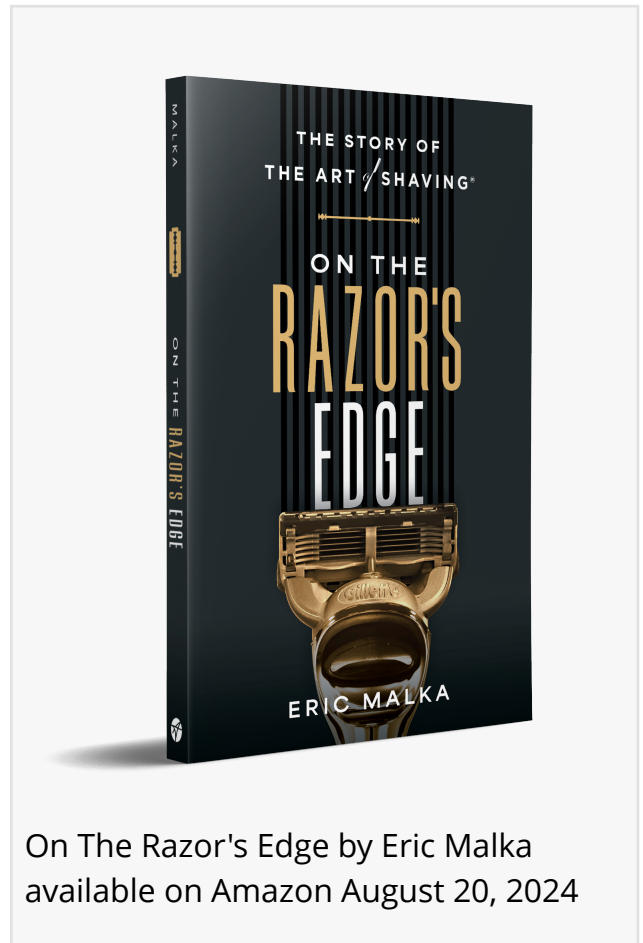
MIAMI BEACH, FLORIDA, UNITED STATES, August 1, 2024 /EINPresswire.com/ -- Renowned entrepreneur and business visionary [Eric Malka](#), founder of [The Art of Shaving](#) and managing partner of [Strategic Brand Investments](#), is proud to announce the release of his new book, *On the Razor's Edge—The Story of The Art of Shaving*. Pre-sale orders of this inspiring and insightful memoir are being taken now on Amazon.com with the official release slated for August 20, 2024. A limited advanced copy sale of the book begins this Friday, August 2, 2024 at www.ericmalka.com.

On the Razor's Edge delves deep into the entrepreneurial journey of Eric Malka, offering a rare glimpse into the mind of a business leader who transformed a kitchen startup into a globally recognized luxury brand.

Malka's story is one of resilience, prudence, and impeccable timing, illustrating how these qualities can turn an idea into a thriving enterprise.

"Anyone can start a business," Malka says. "All it takes is an idea, a little creativity, and a product or service offered in exchange for money. But making a business thrive requires much more—it demands grit, careful planning, and the ability to seize the right moment."

In this compelling narrative, Malka shares his experiences from the humble beginnings of The Art of Shaving to its successful acquisition by Procter & Gamble. He provides an honest account of the setbacks and unexpected obstacles he faced, including the challenges posed by major global events like the 9/11 terrorist attacks, the pandemic, and financial crises. Through it all, Malka's dedication to innovation and his partnership with his wife, Myriam Zaoui-Malka, helped



On The Razor's Edge by Eric Malka available on Amazon August 20, 2024

steer the company to prosperity by capitalizing on a white space in the men's grooming market for premium, luxury goods.

On the Razor's Edge is more than just a business memoir; it is a mentor's guide to aspiring entrepreneurs. Malka emphasizes the importance of nurturing extraordinary talent and staying adaptable to evolving market demands. He reflects on his post-sale journey, where he discovered a new passion for mentoring and investing in early-stage companies through Strategic Brand Investments, aiming to transform them into scalable and profitable models.

"After the sale of *The Art of Shaving*, I realized my job wasn't over," Malka explains. "I wanted to give back by helping other entrepreneurs navigate the complex world of business startups. My entrepreneurial journey was just the beginning—a launching pad for new ventures and opportunities."

Eric Malka's entrepreneurial spirit was evident from a young age. At seventeen, as an undocumented immigrant with just one hundred dollars, he embarked on a journey that would eventually redefine the luxury men's grooming industry. His story is a testament to the power of resilience, good instincts, and strategic decision-making.

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Eric Malka

On the Razor's Edge—The Story of The Art of Shaving is a must-read for entrepreneurs, startup founders, business owners, and aspiring entrepreneurs who are ambitious, innovative, risk-takers, and continuous learners. It offers invaluable lessons on leadership, innovation, and the unyielding spirit required to succeed in the competitive world of entrepreneurship, addressing common pain points such as the lack of practical advice, need for inspiration, and seeking proven strategies.



Eric Malka, Managing Partner
Strategic Brand Investments-
Founder *The Art of Shaving*

Please contact us for more information about the book launch and to schedule an interview with Eric Malka.

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Strategic Brand Investments Est. 2014

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