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Eyewitness: The rise and fall of Dorling Kindersley: The Inside Story of a Publishing Phenomenon (DK Eyewitness Books)

Davis Christopher

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THE INSIDE STORY OF A PUBLISHING PHENOMENON



EYEWITNESS

THE RISE
AND FALL
OF DORLING
KINDERSLEY



CHRISTOPHER DAVIS

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Davis Christopher : Eyewitness: The rise and fall of Dorling Kindersley: The Inside Story of a Publishing Phenomenon (DK Eyewitness Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Eyewitness: The rise and fall of Dorling Kindersley: The Inside Story of a Publishing Phenomenon (DK Eyewitness Books):

0 of 0 people found the following review helpful. The real inside story of DKBy Alan G. ElzeI have always enjoyed

DK publications for their captions, pictures and graphics. This book gives the inside story of the rise and fall of an idea and the people behind it.² of 3 people found the following review helpful. Eye-opening! Baa! By Absinthe I am at the butt-end of the publishing process, being one of the sheep who baas happily when the product is good. This is one of the funniest books I have read lately. Christopher Davis manages to give us some "eyewitness" testimony about the realities of the publishing business in the pre-, mid- and post-PC eras, while conveying to us how exhilarating the early years must have been at DK, before the bankers moved in, with their prudent reluctance to be photographed on a white background. Davis's book is an important document for the history of the publishing industry at a certain moment of time -- perhaps a Goetterdaemmerung? It will not be of much concern to those wanting a manual on how to start and grow a publishing fortune in the e-future, but it will be of absorbing interest to cultural historians and to anyone over the age of 40 who loves books and who still has a sense of humor. Baa, baa! 1 of 1 people found the following review helpful. I love DK travel guides By Suzi Sam Barbee This is the heaviest book I've tried to read in bed! I love DK travel guides and wanted to know the story of the company. Engaging and well worth the money and the time to read.

By the close of the last millennium Dorling Kindersley had become one of the most recognisable brands in publishing. Across the range of illustrated household reference titles, from children's books to travel guides, its distinctive look of colourful images cut out against a white background could be seen on bookshelves throughout the country - and indeed the publishing world. Apart from three minor acquisitions, DK had grown organically over 25 years to be a publicly listed company with a turnover of pound;200 million, some 1500 employees, publishing arms across the English language markets, a 50-strong international sales force that dealt with more than 400 publishers, a direct selling business with 30,000 independent distributors, and had expanded its skills for delivering handsomely designed reference books into the new media of videos, CD-ROMs and online educational content. Then a series of catastrophic printing decisions brought the company to its knees, and ultimately into the arms of Pearson. Christopher Davis is uniquely positioned to tell the story of DK's rise and fall. He joined the company at its foundation and in due course became Group Publisher. The narrative he provides is a dual one, encompassing the visionary genius of Peter Kindersley and the publishing revolution he fomented, and charting the remarkable, sometimes precarious, frequently hilarious, roller-coaster ride as the company grew from a handful of people in a studio in South London to a substantial global business. In the rapidly changing publishing climate of today, this book is also a nostalgic reminder of a time when creativity could flourish unburdened by the shackles of corporate bureaucracy.

From the Inside Flap By the close of the last millennium Dorling Kindersley had become one of the most recognisable brands in publishing. Across the range of illustrated household reference titles, from children's books to travel guides, its distinctive look of colourful images cut out against a white background could be found on bookshelves throughout the country - and indeed the publishing world. Apart from three minor acquisitions, DK had grown organically over 25 years to be a publicly listed company with a turnover of 200 million, some 1500 employees, publishing arms across the English language markets, a 50-strong international sales force that dealt with more than 400 publishers, a direct selling business with 30,000 independent distributors, and had expanded its skills for delivering handsomely designed reference books into the new media of videos, CD-ROMs and online educational content. Then a series of catastrophic printing decisions brought the company to its knees, and ultimately into the arms of Pearson. Christopher Davis is uniquely positioned to tell the story of DK's rise and fall. He joined the company at its foundation and in due course became Group Publisher. The narrative he provides is a dual one, encompassing the visionary genius of Peter Kindersley and the publishing revolution he fermented, and charting the remarkable, sometimes precarious, frequently hilarious, roller-coaster ride as the company grew from a handful of people in a studio in South London to a substantial global business. In the rapidly changing publishing climate of today this book is also a nostalgic reminder of a time when creativity could flourish unburdened by the shackles of corporate bureaucracy. About the Author Christopher Davis has spent more than 40 years in publishing, the majority of them with DK, which he joined as one of the founding members in 1974. Over the years he graduated from Managing Editor to Editorial Director to Publisher and Deputy Chairman. When Pearson acquired the company in 2000 he was retained as Publisher until his retirement in 2005. He is now a publishing consultant and writer. He lives in London.