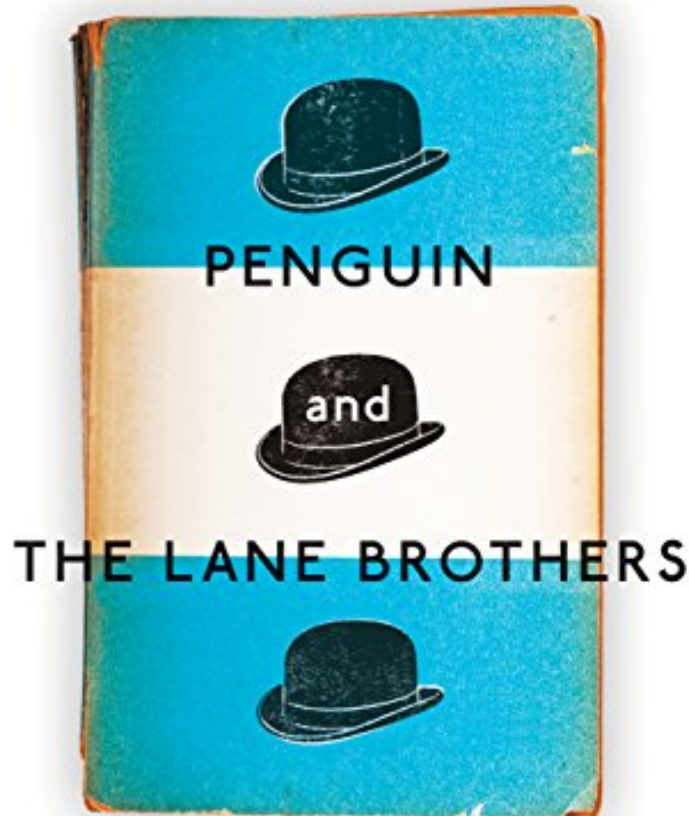


# Penguin and the Lane Brothers: The Untold Story of a Publishing Revolution

*Stuart Kells*

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THE UNTOLD STORY OF A PUBLISHING REVOLUTION  
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**Stuart Kells : Penguin and the Lane Brothers: The Untold Story of a Publishing Revolution** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Penguin and the Lane Brothers: The Untold Story of a Publishing Revolution:

2 of 2 people found the following review helpful. Re-writing company history, one book at a time. By Lou Cam Stuart's book is a new take on the early history of Penguin Books. I was quickly drawn in to the story of the founding Lane brothers, from their early Bristol years to war to their infamous bathroom meetings. Covering decades of time and

Penguin logos, Stuart's access to the never-before-seen Lane family archives from Melbourne, Australia was cleverly used and clearly referenced. It is fascinating to think of how company history can be lost to folklore and then reinterpreted, especially when the company in question is as large and well recognised as Penguin Books. 2 of 2 people found the following review helpful. Colourful Reading. By Charles Burne For someone who was growing up as Penguins were coming onto the U.K. Market and becoming seen everywhere this book brought back memories and filled in many facts not previously known or forgotten. Highly recommended. 2 of 2 people found the following review helpful. Four Stars By James Davies A very well written account of the history of this publishing icon. Most enjoyable.

An intimate partnership of three brothers — Allen, Richard and John Lane — lay at the heart of Penguin Books, the twentieth century's greatest publishing house. In a spirit of daring and creative opposition, the brothers issued quality books on a massive scale and at minuscule prices — and achieved a revolution in publishing. The Lane boys did their best thinking together in bathroom board meetings, where at least one director would always be "mother naked". They innovated in countless ways — in the early years, a church crypt served as their office and warehouse. Penguin was an unconventional upstart, bringing literary giants such as Agatha Christie, George Bernard Shaw, Virginia Woolf and Graham Greene to vast new audiences, and it seemed unstoppable. Yet the 1942 death of John Lane brought the troika to a halt. Allen, the enthusiastic frontman who relied on his younger brothers to drive Penguin's success, became more erratic and suspicious over time. Ultimately, he would force Richard out of the company he had cofounded and built. A portrait of a remarkable family and a publishing powerhouse, *Penguin and the Lane Brothers* also explores the little known story of Richard Lane — the heart and backbone of Penguin, and its strongest influence. Richard's experiences as a youth in Australia shaped his character and outlook; his dedication to the business was matched only by his devotion to his brothers. Relying on unprecedented access to Lane family sources, including Richard's diaries, *Penguin and the Lane Brothers* sheds new light on the relationship of Allen, Richard and John, so crucial as a driver of Penguin's spirit and success. By turns hilarious and tragic, moving and insightful, this is a groundbreaking counter-history of an unlikely publishing triumph. Shortlisted, 2015 Ashurst Business Literature Prize. Essential reading for all those fascinated by books about books — and about the foundation stories of great businesses. — Books+Publishing. Kells' story is informative and entertaining, and will appeal to anyone with the slightest interest in the world of books. In more than 30 years at Penguin Australia, I never got this close to the truth about Penguin. — Agel. An engaging, sharply written, and important revisionist history of a great literary institution. — Australian Book Review. If you like books about books, Kells offers a fascinating insight into literature and fraternal power plays. — Sunday Age. A fascinating, well-researched insight into publishing and booksellers. — Herald Sun. Stuart Kells is an author and antiquarian books authority. His previous book, the critically acclaimed biography of Kay Craddock, *Rare*, was published in 2011. He has a PhD from Monash University, and lives in Melbourne with his wife, Fiona, and daughter, Thea.

About the Author Authors Bio, not available