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Eyewitness: The Rise and Fall of Dorling Kindersley: The Inside Story of a Publishing Phenomenon

By Christopher Davis

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Eyewitness: The Rise and Fall of Dorling Kindersley: The Inside Story of a Publishing Phenomenon, Christopher Davis, 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 GBP200 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...



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