

Penguin By Design A Cover Story 1935 2005

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Re-Covered Rose Marco Sonzogni 2011 When a reader picks up a book, the essence of the text has been translated into the visual space of the cover. Using Umberto Eco's bestseller The Name of the Rose as a case study, this is the first study of book cover design as a form of intersemiotic translation based on the purposeful selection of visual signs to represent verbal signs. As an act of translation, the cover of a book ought to be an 'equivalent representation' of the text. But in the absence of any established interpretive criteria, how can equivalence between the visual and the verbal be determined and interpreted? Re-Covered Rose tackles this question in an original and creative way, laying the foundation for a new research trend in Translation Studies. Marco Sonzogni is Senior Lecturer in Italian, School of Languages and Cultures, Victoria University of Wellington, New Zealand. A widely published academic and an award-winning editor, poet and literary translator, he is the Director of the New Zealand Centre for Literary Translation/Te Tumu Whakawhiti Tuhinga.

Breathless Homicidal Slime Mutants Steven Brower 2010-09-07 A visually dynamic homage to the paperback. In 1968, John Leonard, then editor of The New York Times Book Review, listed the many merits of mass-market paperbacks: "They can be stuffed in purses, left in buses, dropped in toilets, used as coasters, eaten and thrown away. Their covers can be ripped off! Their spines can be broken! To buy a paperback today is to buy the means of revenging oneself on Western culture." Fast-forward forty years. Leonard's affectionately flippant assessment may need to be revised as the explosion of digital media threatens the livelihood of the printed word. More than an act of revenge on Western culture, to buy a paperback may be a means of preserving one of its more charismatic—and socially, politically, and aesthetically influential—species. Breathless Homicidal Slime Mutants celebrates the mass-market paperback and gives it its due. A vibrant tour that starts with books from the late nineteenth century up to today, examining the most popular genres—mystery, romance, Westerns, how-to, cooking, and diet, and highbrow literature packaged for the broader audience—it focuses on the history of the art and design of the format and how it is inseparable from the history of American literacy, tastes, and mores of the twentieth century.

The Penguin Modern Classics Book Henry Eliot 2021-11-18 The essential guide to twentieth-century literature around the world For six decades the Penguin Modern Classics series has been an era-defining, ever-evolving series of books, encompassing works by modernist pioneers, avant-garde iconoclasts, radical visionaries and timeless storytellers. This reader's companion showcases every title published in the series so far, with more than 1,800 books and 600 authors, from Achebe and Adonis to Zamyatin and Zweig. It is the essential guide to twentieth-century literature around the world, and the companion volume to The Penguin Classics Book. Bursting with lively descriptions, surprising reading lists, key literary movements and over two thousand cover images, The Penguin Modern Classics Book is an invitation to dive in and explore the greatest literature of the last hundred years.

Penguin Special Jeremy Lewis 2006-05-04 By founding Penguin books and popularizing the paperback, Allen Lane not only changed publishing in Britain, he was also at the forefront of a social and cultural revolution that saw the masses given access to what had previously been the preserve of a wealthy few. In Penguin Special Jeremy Lewis brings this extraordinary era brilliantly to life, recounting how Lane came to launch his Penguins for the price of a packet of cigarettes; how they became enormously influential in alerting the public to the threat of Nazi Germany; and how Penguin itself gradually became a national institution, like the BBC and the NHS, whilst at the same time challenging the status quo through the famous Lady Chatterley case. Above all, it is the story of how one often fallible, complex man used his vision to change the world. 'Lewis's book is a triumph ... a rich and humorous history of 20th century reading habits, Penguin Special will not be surpassed' MAIL ON SUNDAY 'A word of warning: the enjoyable swiftness of Jeremy Lewis's prose can seduce the reader into going too fast, but savour this book slowly, don't gobble it up. It is so richly stuffed with facts, people, perceptions and atmosphere that you may get indigestion if you do not allow it the time it deserves' Diana Athill, LITERARY REVIEW

Outback Penguin Stuart Kells 2016-03-01 Richard Lane was one of three brothers who founded Penguin Books in 1935. But like all great stories, his life didn't start there. After sailing to Adelaide in 1922, Richard began work as a boy migrant - a farm apprentice living in rural South Australia as part of the 'Barwell Boys' scheme. In Australia, he deepened his appreciation for literature, and understood how important it was to make good writing widely accessible. Richard's diaries - the honest and moving words of a teenager, so very far away from home - capture vividly his life and loves; the characters he met; the land he worked; the families he depended on; and his coming of age in a new land. A remarkable social record and one of the best first-hand accounts of the child migrant experience, the diaries also capture the ideas and the entrepreneurship that led to the founding of the twentieth century's most famous publishing house. With a foreword by eminent Australian historian Geoffrey Blainey, Richard Lane's diaries are an important document for the history of rural Australia and global publishing.

By Its Cover Ned Drew 2005-08-11 We all know we're not supposed to judge books by their covers, but the truth is that we do just that nearly every time we walk into a bookstore or pull a book off a tightly packed shelf. It's really not something we should be ashamed about, for it reinforces

something we sincerely believe: design matters. At its best, book cover design is an art that transcends the publisher's commercial imperatives to reflect both an author's ideas and contemporary cultural values in a vital, intelligent, and beautiful way. In this groundbreaking and lavishly illustrated history, authors Ned Drew and Paul Sternberger establish American book cover design as a tradition of sophisticated, visual excellence that has put shape to our literary landscape. *By Its Cover* traces the story of the American book cover from its inception as a means of utilitarian protection for the book to its current status as an elaborately produced form of communication art. It is, at once, the intertwined story of American graphic design and American literature, and features the work of such legendary figures as Rockwell Kent, E. McKnight Kauffer, Paul Rand, Alvin Lustig, Rudy deHarak, and Roy Kuhlman along with more recent and contemporary innovators including Push Pin Studios, Chermayeff & Geismar, Karen Goldberg, Chip Kidd, and John Gall.

Creative Writing Practice Debra Adelaide 2021-10-09 *Creative Writing Practice: reflections on form and process* explores the craft of creative writing by illuminating the practices of writers and writer-educators. Demonstrating solutions to problems in different forms and genres, the contributors draw on their professional and personal experiences to examine specific and practical challenges that writers must confront and solve in order to write. This book discusses a range of approaches to writing, such as the early working out of projects, the idea of experimentation, of narrative time, and of failure. With its strong focus on process, *Creative Writing Practice* is a valuable guide for students, scholars and practitioners of creative writing.

Puffin by Design Phil Baines 2010 Late in 1939 a chance meeting between Penguin founder, Allen Lane, and natural history publisher, Noel Carrington, changed the future of children's publishing with the formation of a series called Puffin Picture Books. The first four titles appeared in 1940 and the series quickly established a reputation for presenting children's non-fiction in a unique blend of editing and design. Puffin Story Books soon followed with the publication of *Worzel Gummidge* in 1941 and, like the original launch of Penguin itself, these story books appeared in the three horizontal stripe design. Looking back at seventy years of Puffin paperbacks, Phil Baines charts the development of Puffin and the role of illustrators and designers in creating and defining the identity of the Puffin list from the very first picture book through to modern day. Rich with stunning cover and inside illustrations, and filled with detail of individual titles, Phil discusses the changes in typography, illustration and printing techniques over Puffin's spectacular 70-year history. An extraordinary and beautiful book, this is a perfect companion to *Penguin By Design*.

East of Eden John Steinbeck 2016-10-18 Part of the Penguin Orange Collection, a limited-run series of twelve influential and beloved American classics in a bold series design offering a modern take on the iconic Penguin paperback A Penguin Classic Winner of the 2016 AIGA + Design Observer 50 Books | 50 Covers competition For the seventieth anniversary of Penguin Classics, the Penguin Orange Collection celebrates the heritage of Penguin's iconic book design with twelve influential American literary

classics representing the breadth and diversity of the Penguin Classics library. These collectible editions are dressed in the iconic orange and white tri-band cover design, first created in 1935, while french flaps, high-quality paper, and striking cover illustrations provide the cutting-edge design treatment that is the signature of Penguin Classics Deluxe Editions today. *East of Eden* The masterpiece of Steinbeck's later years, *East of Eden* is a sprawling epic in which Steinbeck created his most mesmerizing characters and explored his most enduring themes: the mystery of identity, the inexplicability of love, and the murderous consequences of love's absence.

Classic Penguin: Cover to Cover Paul Buckley 2016-08-02 From Drop Caps to Deluxes, Penguin Creative Director Paul Buckley presents a visual overview of the innovative covers that have put Penguin Classics at the forefront of the book design world Winner of the 2016 AIGA + Design Observer 50 Books | 50 Covers competition Since the launch of Penguin Classics in 1946, innovative cover design has been one of its defining aspects. Today, Penguin Classics remains at the leading edge of the book-design world. In this curated tour featuring illuminating commentary by artists and writers, including Malika Favre, Mike Mignola, James Franco, Jessica Hische, Jillian Tamaki and many more, Penguin creative director Paul Buckley showcases more than a decade of stunning cover designs and the stories behind them. For lovers of classic literature, book design, and all things Penguin, *Classic Penguin* has you covered. Paul Buckley is creative director for Penguin Classics and oversees a large staff of exceptionally talented designers and art directors working on the jackets and covers of sixteen imprints within the Penguin Random House publishing group. Over the past two decades, his iconic design and singular art direction have been showcased on thousands of covers and jackets, winning him many awards and frequent invitations to speak in the United States and abroad. In 2010, he edited and introduced Penguin 75. Matt Vee is a designer and illustrator who attended School of Visual Arts and Pratt Institute. He has received two Gold Scholastic Art Awards and created logos for worldwide brands. His work has appeared in *The Washington Post*, *The Huffington Post*, *Slate*, *Print magazine*, *Paste magazine*, and *UnderConsideration's Brand New*. Audrey Niffenegger is a visual artist and writer. In addition to the bestselling novels *The Time Traveler's Wife* and *Her Fearful Symmetry*, she is the author of three illustrated novels and the editor of *Ghostly*. Elda Rotor is vice president and publisher for Penguin Classics. She has created and edited several series, including *Penguin Civic Classics*, *Penguin Threads*, *Couture Classics*, *Penguin Horror*, and *Penguin Drop Caps*.

The Luck of the Bodkins P.G. Wodehouse 2009-07-15 A P.G. Wodehouse novel Seize this wonderful chance to embark on a Wodehousian voyage on the luxurious liner S.S. Atlantic - in the company of Monty Bodkin, whose passion for Gertrude Butterwick knows no bounds (except those set by the wild-at-heart Hollywood starlet Lotus Blossom and her pet alligator). Also aboard are a movie mogul, the centre-forward for the All-England ladies hockey team and the two Tennyson brothers (one of whom has been mistaken for the late poet laureate and given a fat movie contract...). Also a chatty steward, and a mouse doll in which all manner of things can be hidden. This hilarious comic novel is Wodehouse at full sail - a voyage of pure delight.

Penguin by Design Phil Baines 2005 By looking back at seventy years of Penguin paperbacks, graphic designer Phil Baines charts the development of British publishing, the ever-changing currents of cover art and style, and the role of artists and designers in creating and designing the Penguin look. Rich with stunning illustrations and filled with details about individual titles, designers, and even the changing size and shape of the Penguin logo itself, *Penguin by Design* shows how covers become design classics. Features 600 color illustrations

The Crucible Arthur Miller 1976-10-28 A haunting examination of groupthink and mass hysteria in a rural community The place is Salem, Massachusetts, in 1692, an enclave of rigid piety huddled on the edge of a wilderness. Its inhabitants believe unquestioningly in their own sanctity. But in Arthur Miller's edgy masterpiece, that very belief will have poisonous consequences when a vengeful teenager accuses a rival of witchcraft—and then when those accusations multiply to consume the entire village. First produced in 1953, at a time when America was convulsed by a new epidemic of witch-hunting, *The Crucible* brilliantly explores the threshold between individual guilt and mass hysteria, personal spite and collective evil. It is a play that is not only relentlessly suspenseful and vastly moving but that compels readers to fathom their hearts and consciences in ways that only the greatest theater ever can. "A drama of emotional power and impact" —New York Post

The Penguin Classics Book Henry Eliot 2019-10-08 A historic guide to the world of Penguin Classics from its UK origin, covering a span from the ancient world to World War I, in a luxurious orange clothbound package with colored endpapers, full-color pages, and illustrations A Penguin Classic Hardcover Penguin Classics is the largest and best-known classics imprint in the world. The Penguin Classics Book covers all the greatest works of fiction, poetry, drama, history, and philosophy in between, this reader's companion encompasses 500 authors, 1,200 books, and 4,000 years of world literature, from ancient Mesopotamia to World War I. Filled with stories of the series' UK origin, author biographies, short book summaries and recommendations, and illustrated with historic Penguin Classic covers, *The Penguin Classics Book* is an entertaining historic look at the earliest chapters of the world's best-known Classics publisher.

Worzel Gummidge Barbara Euphan Todd 2013-11-07 Susan and John are having a very dull holiday in the country until they meet Worzel. They are amazed by the walking, talking bundle of clothes and straw. He's half scarecrow and half human but best of all, he's a wizard! Susan and John soon grow to love Worzel and share all sorts of magical adventures with their unusual friend.

Anatomy of Design Steven Heller 2009-03-01 *ANATOMY OF DESIGN* dissects fifty examples of graphic design piece by piece, revealing an array of influences and inspirations. These pieces represent contemporary artifacts that are well conceived, finely crafted, and filled with hidden treasures. Some are overtly complex. Others are so simple that it is hard to believe there's a storehouse of inspiration hidden underneath. The selections include all kinds of design work including posters, packages, and more. Each exhibit is selected for its ubiquity, thematic import, and aesthetic significance, and every page shows how great work is derived from various inspirational and physical sources, some well-known, some unknown./div

Front Cover Alan Powers 2004-09-01 You can't judge a book by its

cover...but some covers simply speak for themselves. The most influential book jacket designs from throughout the 20th century are on display, and the fascinating images track their evolution from throwaway utilitarian "dust jackets" into a powerful modern art form. Three hundred hardcover and paperback book jackets appear in full color, including many from rare first editions seldom seen outside a serious collector's library. Accompanying analysis commemorates the contributions of top European and American artists like Victor Gollancz, Paul Rand, and Barnett Freedman; explains how cover art styles helped launch such publishing brands as Penguin and Bloomsbury; and explores the impact of today's digitally designed covers.

Reading Penguin George Donaldson 2013-07-26 Founded by Allen Lane in 1935, Penguin Books soon became the most read publisher in the United Kingdom and was synonymous with the British paperback. Making high quality reading cheaply available to millions, Penguin helped democratise reading. In so doing, Penguin played an important part in the cultural and intellectual life of the English speaking world. For this book, which has its origins in the successful international conference held at Bristol University in 2010 to mark 75 years of Penguin Books, recognised scholars from different fields examine various aspects of Penguin's significance and achievement. David Cannadine and Simon Eliot offer wide historical perspectives of Penguin's place and impact. Other scholars, including Alistair McCleery, Kimberley Reynolds, Andrew Sanders, Claire Squires, Susie Harries, Andrew Nash, Tom Boll and William John Lyons examine more particularised subjects. These range from the breaking of the Lady Chatterley ban to the visions of the future contained in Puffin Books; from Penguin Classics to the scholarly and commercial interests in publishers' anniversaries; from the art and architectural histories of Nikolaus Pevsner to the art and design of Penguin covers; and from the translation of poetry to the transcription of the Dead Sea Scrolls. Together the essays depict much of what it was that made Penguin the most important British publishing house of the twentieth century.

Penguin 75 Paul Buckley 2010 A unique exploration into the subtle art of the book cover High standards in art and design have always been part of Penguin's publishing program. Now, on the occasion of Penguin's 75th anniversary, longtime art director Paul Buckley has chosen seventy-five covers that represent the best of what Penguin has produced over the course of the last decade. Giving readers a rare behind-the-scenes glimpse into the complex creation of a book's cover, Penguin 75 includes comments from authors, agents, and editors, as well as the designers and artists themselves. This witty and irreverent journey into the book world will appeal to lovers of art, design, and, of course, books. With Contributions By: Paul Auster * Tara McPherson * Daniel Clowes * David Byrne * Elizabeth Gilbert * Joe Sacco * Tana French * T.C. Boyle * Seth * Tom Gauld * William T. Vollmann * Art Spiegelman * Kim Edwards * Melissa Bank * Ruben Toledo * Tomer Hanuka * Jamie Keenan * Roz Chast * Garrison Keillor * Yoshihiro Tatsumi * Sam Weber * Paul Sahre * Tony Millionaire * Nicholas Blechman * Jon Gray and many others!

How Words Get Good Rebecca Lee 2022-03-17 'A masterpiece' - Daily Mail 'A fascinating and funny look at what really goes into the making of a book' Sunday Times 'Inject this straight into my veins!' Lucy Mangan 'Engaging,

informative, and fascinating!' David Bellos, author of *Is That a Fish in Your Ear?* Once upon a time, a writer had an idea. They wrote it down. But what happened next? Join Rebecca Lee, professional word-improver, as she embarks on the fascinating journey to find out how a book gets from author's brain to finished copy. She'll learn the dark arts of ghostwriters, uncover the hidden beauty of typesetting and find out which words end up in books (and why). And along the way, her quest will be punctuated by a litany of little-known considerations that make a big impact: ellipses, indexes, hyphens, esoteric grammar and juicy errata slips. Whoops. From foot-and-note disease to the town of Index, Missouri - turn the page to discover how books get made and words get good. Or, at least, better.

JFK Fredrik Logevall 2020-09-08 NEW YORK TIMES NOTABLE BOOK • A Pulitzer Prize-winning historian takes us as close as we have ever been to the real John F. Kennedy in this revelatory biography of the iconic, yet still elusive, thirty-fifth president. "An utterly incandescent study of one of the most consequential figures of the twentieth century."—Jill Lepore, author of *These Truths: A History of the United States* WINNER OF THE ELIZABETH LONGFORD PRIZE • NAMED BIOGRAPHY OF THE YEAR BY *The Times* (London) • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY *The Sunday Times* (London) • *New Statesman* • *The Daily Telegraph* • *Kirkus Reviews* By the time of his assassination in 1963, John F. Kennedy stood at the helm of the greatest power the world had ever seen, a booming American nation that he had steered through some of the most perilous diplomatic standoffs of the Cold War. Born in 1917 to a striving Irish American family that had become among Boston's wealthiest, Kennedy knew political ambition from an early age, and his meteoric rise to become the youngest elected president cemented his status as one of the most mythologized figures in American history. And while hagiographic portrayals of his dazzling charisma, reports of his extramarital affairs, and disagreements over his political legacy have come and gone in the decades since his untimely death, these accounts all fail to capture the full person. Beckoned by this gap in our historical knowledge, Fredrik Logevall has spent much of the last decade searching for the "real" JFK. The result of this prodigious effort is a sweeping two-volume biography that properly contextualizes Kennedy amidst the roiling American Century. This volume spans the first thirty-nine years of JFK's life—from birth through his decision to run for president—to reveal his early relationships, his formative experiences during World War II, his ideas, his writings, his political aspirations. In examining these pre-White House years, Logevall shows us a more serious, independently minded Kennedy than we've previously known, whose distinct international sensibility would prepare him to enter national politics at a critical moment in modern U.S. history. Along the way, Logevall tells the parallel story of America's midcentury rise. As Kennedy comes of age, we see the charged debate between isolationists and interventionists in the years before Pearl Harbor; the tumult of the Second World War, through which the United States emerged as a global colossus; the outbreak and spread of the Cold War; the domestic politics of anti-Communism and the attendant scourge of McCarthyism; the growth of television's influence on politics; and more. *JFK: Coming of Age in the American Century, 1917-1956* is a sweeping history of the United States in the middle decades of the twentieth century, as well as the clearest portrait we have of this

enigmatic American icon.

What Caesar Did For My Salad Albert Jack 2010-09-02 Did you know that the Cornish pasty was invented to protect tin miners from arsenic poisoning, or that the word 'salary' comes from Roman soldiers being paid their wages in salt? Why do we eat goose (or turkey) at Christmas? Is the Scotch egg actually from Scotland and what did some retired crusaders have to do with French toast? Who was the original Earl Grey and what sauce was inspired by Parliament? What dish was invented by Greek bandits on the run? Why were hot cross buns seen as magical and what's so rebellious about a haggis or medicinal about a gin and tonic? Did you know what the romantic history is behind the Bakewell Pudding? Albert Jack tells the strange tales behind our favourite dishes and drinks and where they come from (not to mention their unusual creators). *What Caesar Did For My Salad* is bursting with fascinating insights, characters and enough stories to entertain a hundred dinner parties.

Iconic Designs Grace Lees-Maffei 2020-01-23 *Iconic Designs* is a beautifully designed and illustrated guide to fifty classic 'things' - designs that we find in the city, in our homes and offices, on page and screen, and in our everyday lives. In her introduction, Grace Lees-Maffei explores the idea of iconicity and what makes a design 'iconic', and fifty essays by leading design and cultural critics address the development of each iconic 'thing', its innovative and unique qualities, and its journey to classic status. Subjects range from the late 19th century to the present day, and include the Sydney Opera House, the Post-It Note, Coco Chanel's classic suit, the Sony WalkmanTM, Hello KittyTM, Helvetica, the Ford Model T, Harry Beck's diagrammatic map of the London Underground and the Apple iMac G3. This handsome volume provides a treasure trove of 'stories' that will shed new light on the iconic designs that we use without thinking, aspire to possess, love or hate (or love to hate) and which form part of the fabric of our everyday lives.

The Penguin Book of Japanese Short Stories Jay Rubin 2018-06-28 This fantastically varied and exciting collection celebrates the great Japanese short story, from its modern origins in the nineteenth century to the remarkable works being written today. Short story writers already well-known to English-language readers are all included here - Tanizaki, Akutagawa, Murakami, Mishima, Kawabata - but also many surprising new finds. From Yuko Tsushima's 'Flames' to Yuten Sawanishi's 'Filling Up with Sugar', from Shin'ichi Hoshi's 'Shoulder-Top Secretary' to Banana Yoshimoto's 'Bee Honey', *The Penguin Book of Japanese Short Stories* is filled with fear, charm, beauty and comedy. Curated by Jay Rubin, who has himself freshly translated several of the stories, and introduced by Haruki Murakami, this book will be a revelation to its readers.

Judging a Book by Its Cover Nickianne Moody 2016-12-05 How do books attract their readers? This collection takes a closer look at book covers and their role in promoting sales and shaping readers' responses. *Judging a Book by Its Cover* brings together leading scholars, many with experience in the publishing industry, who examine the marketing of popular fiction across the twentieth century and beyond. Using case studies, and grounding their discussions historically and methodologically, the contributors address key themes in contemporary media, literary, publishing, and business studies

related to globalisation, the correlation between text and image, identity politics, and reader reception. Topics include book covers and the internet bookstore; the links between books, the music industry, and film; literary prizes and the selling of books; subcultures and sales of young adult fiction; the cover as a signifier of literary value; and the marketing of ethnicity and lesbian pulp fiction. This exciting collection opens a new field of enquiry for scholars of book history, literature, media and communication studies, marketing, and cultural studies.

Jan Tschichold, Designer Richard B. Doubleday 2006 Shortly after the end of the Second World War, Penguin Books made the bold decision to completely redesign its publications. Examining how Jan Tschichold took on the Herculean task of creating a uniform design, this title surveys the typographic revolution that Tschichold masterminded at Penguin.

Seven Hundred Penguins Penguin (Firm) 2007 A collection of Penguin covers from Britain and around the world, *Seven Hundred Penguins* is a celebration of jackets that remain visually distinctive and addictive to us today, from the beautiful to the garish, design classics to design oddities. A full-colour, sensuous delight, with one jacket on every page, the featured jackets represent the personal favourites of Penguin staff from offices all over the world, and run from Penguin's birth in 1935 to the end of the twentieth century. Throughout there are jackets that bring back a flood of memories of the first time a book was read; there is beautiful typography from Jan Tschichold; arresting illustrations; visual witticisms from Derek Birdsall; countless mutations of the much-loved Penguin grid. There are also, with no formula at all, jackets that just make sense. Featuring old favourites and plenty of surprises, *700 Penguins* is a unique and inspiring collection of the most impactful and well-loved Penguin covers of the twentieth century.

Music At Night and other essays, including Vulgarly in Literature Aldous Leonard Huxley 2021-08-31 "Music At Night and other essays, including *Vulgarly in Literature*" by Aldous Leonard Huxley. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten-or yet undiscovered gems-of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

The Journey of the Penguin Emiliano Ponzi 2015-10-27 A charming picture book telling the imagined story of a penguin who waddled his way into history as the symbol of a beloved publisher, timed to the 80th anniversary of Penguin Books. In *The Journey of the Penguin*, award-winning graphic artist Emiliano Ponzi delivers a boldly illustrated, wildly imaginative, and terrifically fun story that brings to life the 'dignified yet flippant' bird that Allen Lane chose as the image of his revolutionary publishing company. This penguin goes on an adventure that takes him on to New York and into the hearts of readers everywhere.

Inside Book Publishing Giles Clark 2014-06-27 Now in its fifth edition, *Inside Book Publishing* remains the classic introduction to the book publishing industry, being both a manual for the profession for over two

decades and the bestselling textbook for students of publishing. This new edition has been fully updated to respond to the rapid changes in the market and technology. Now more global in its references and scope, the book explores the tensions and trends affecting the industry, including the growth of ebooks, self-publishing, and online retailing, and new business models and workflows. The book provides excellent overviews of the main aspects of the publishing process, including commissioning, product development, design and production, marketing, sales and distribution. The book remains essential reading for publishing students, those seeking a career in publishing, recent entrants to the industry, and authors seeking an insider's view. The accompanying website supports the book by providing up-to-date and relevant content.

Type & Typography Phil Baines 2005 Providing an essential grounding for both students and professionals, this text takes readers through every aspect of typography, from the history of language and writing systems to the invention of moveable type and the evolution of the digital systems of today.

TM Mark Sinclair 2014-09-08 *TM* offers graphic designers and those interested in the history of design and branding a uniquely detailed look at a select group of the very best visual identities. The book takes 29 internationally-recognised logos and explains their development, design, usage and purpose. Based on interviews with the designers responsible for these totems, and encompassing the marks from a range of corporate, artistic and cultural institutions from across the globe, *TM* reveals the stories behind such icons as the Coca-Cola logotype, the Penguin Books' colophon and the Michelin Man. Authoritatively written, comprehensively researched and including a wealth of archival and previously unpublished images, *TM* is an opportunity to discover how designers are able to squeeze entire identities into 29 simple logos.

The Last Poets of Imperial Rome Harold Isbell 1971 A collection of Latin verse, translated into English, of the second to the fifth centuries A.D. from all parts of the Roman Empire and beyond: Italy, Spain, Carthage, Gaul, Ireland. There is a wide variety of themes: pastoral, mythological, Christian philosophical, aristocratic life and customs, the sacking of Rome by the Visigoths and regrets at the passing of the Empire. Running through all this is the theme of the fall of Rome, both literally in the destruction of the city, and generally in its gradual decline as cultural and political world centre.

Penguin and the Lane Brothers Stuart Kells 2015-08-26 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.

The Penguin Book of Classic Urdu Stories Mohammad Asaduddin 2006 Though Barely A Hundred Years Old, The Urdu Short Story, Or Afsana', Has Established Itself At The Forefront Of Urdu Literature. Emerging As A Discrete Narrative Genre With Munshi Premchand, It Gained Momentum With The Progressive Writers' Movement In The 1930S. The Partition Of The Subcontinent In 1947 Introduced New Dynamics Into The Genre As Writers Grappled With Emerging Trends Of Modernism And Symbolism As Well As With A Depleted Readership In India And The Challenge Of Establishing A New Literary Tradition Commensurate With A New Nationhood In Pakistan. The Penguin Book Of Classic Urdu Stories Brings Together Sixteen Memorable Tales That Have Influenced Generations Of Readers. From Saadat Hasan Manto'S Immortal Partition Narrative Toba Tek Singh' And The Harrowing Realism Of Premchand'S The Shroud' To The Whimsical Strains Of Qurratulain Hyder'S Confessions Of St Flora Of Georgia' And The Daring Experimentation Of Khalida Husain'S Millipede', This Definitive Collection Represents The Best Of Short Fiction In Urdu. In The Process, It Provides A Glimpse Of The Works Of Acclaimed Masters On Both Sides Of The Border Ismat Chughtai And Ashfaq Ahmad, Rajinder Singh Bedi And Intizar Husain, Krishan Chander And Hasan Manzar, Naiyer Masud And Ikramullah.

Advances in Ergonomics in Design Francisco Rebelo 2021-06-28 This book provides readers with a timely snapshot of ergonomics research and methods applied to the design, development and evaluation, of products, systems and services. It gathers theoretical contributions, case studies and reports on technical interventions focusing on a better understanding of human machine interaction, and user experience for improving product design. The book covers a wide range of established and emerging topics in user-centered design, relating to design for special populations, design education, workplace assessment and design, anthropometry, ergonomics of buildings and urban design, sustainable design, as well as visual ergonomics and interdisciplinary research and practices, among others. Based on the AHFE 2021 International Conference on Ergonomics in Design, held virtually on 25-29 July, 2021, from USA, the book offers a thought-provoking guide for both researchers and practitioners in human-centered design and related fields.

Penguin Portrait Steve Hare 1995

Graphic Design, Referenced Bryony Gomez-Palacio 2009 A comprehensive guide to graphic design and print.

Postcards from Penguin Penguin 2010-09-15 A collection of 100 postcards, each featuring a different and iconic Penguin book jacket. From classics to crime, here are over seventy years of quintessentially British design in one box. In 1935 Allen Lane stood on a platform at Exeter railway station, looking for a good book for the journey to London. His disappointment at the poor range of paperbacks on offer led him to found Penguin Books. The quality paperback had arrived. Declaring that 'good design is no more expensive than bad', Lane was adamant that his Penguin paperbacks should cost no more than a packet of cigarettes, but that they should always look distinctive. Ever since then, from their original - now world-famous - look featuring three bold horizontal stripes, through many different stylish, inventive and iconic cover designs, Penguin's paperback jackets have been a constantly evolving part of Britain's culture. And whether they're for classics, crime, reference or prize-winning novels, they still follow Allen Lane's original design mantra. Sometimes, you definitely should judge a book by its cover.

The Wisdom of the Heart Henry Miller 2016-12-20 An essential collection of writings, bursting with Henry Miller's exhilarating candor and wisdom. In this selection of stories and essays, Henry Miller elucidates, revels, and soars, showing his command over a wide range of moods, styles, and subject matters. Writing "from the heart," always with a refreshing lack of reticence, Miller involves the reader directly in his thoughts and feelings. "His real aim," Karl Shapiro has written, "is to find the living core of our world whenever it survives and in whatever manifestation, in art, in literature, in human behavior itself. It is then that he sings, praises, and shouts at the top of his lungs with the uncontrollable hilarity he is famous for." Here are some of Henry Miller's best-known writings: an essay on the photographer Brassai; "Reflections on Writing," in which Miller examines his own position as a writer; "Seraphita" and "Balzac and His Double," on the works of other writers; and "The Alcoholic Veteran," "Creative Death," "The Enormous Womb," and "The Philosopher Who Philosophizes."