

Eyewitness:

The Rise and Fall

of Dorling Kindersley

我在的 出版岁月

[英] 克里斯托弗·戴维斯 著
宋伟航 译

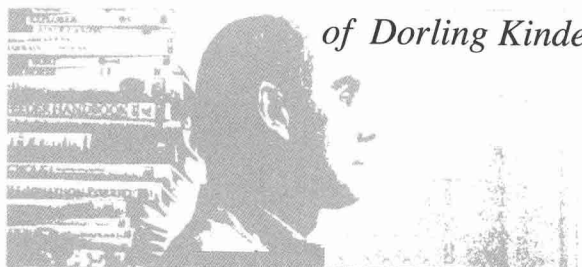
Money
How a modest art school
graduate made his books
a £50m success story

*Eyewitness to
a fortune*

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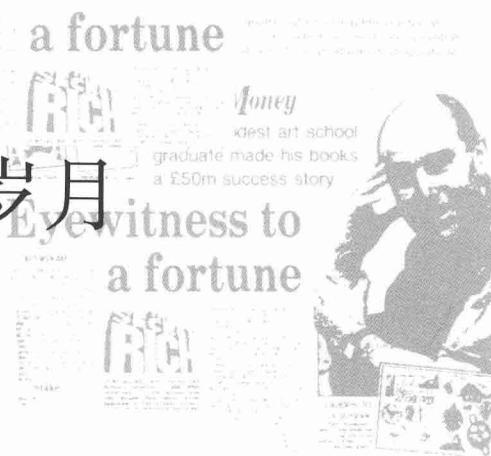
COMPANY NEWS *The Rise and Fall*

of Dorling Kindersley



我在DK的 出版岁月

[英] 克里斯托弗 戴维斯 著
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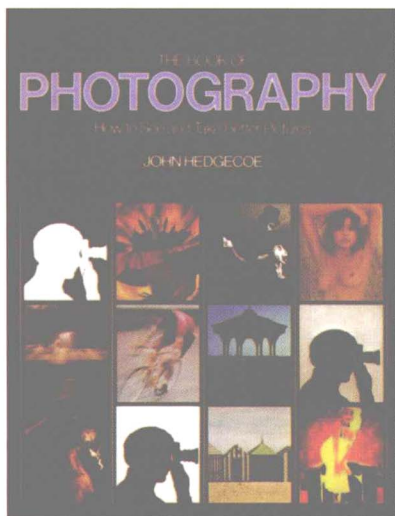
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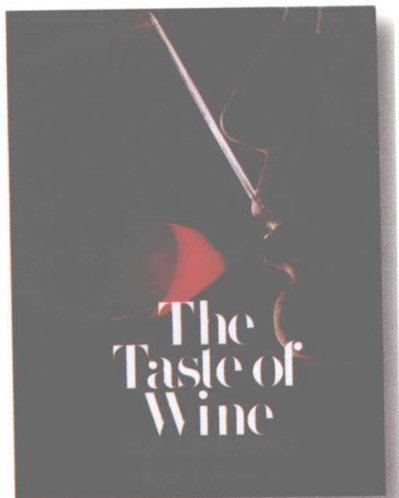


↑

克里斯托弗·戴维斯和克里斯托弗·道林把行李装上彼得·金德斯利的大众露营车。1975年秋天，我们第一次到法兰克福书展探险，就是开着这辆露营车，从伦敦开到德国。在随后的几年，这辆车载着我们南征北讨。

←

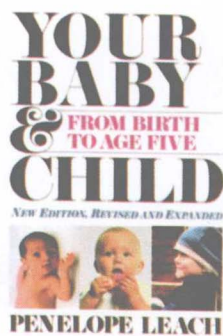
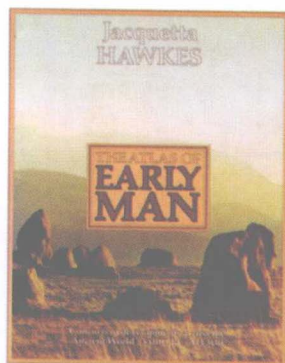
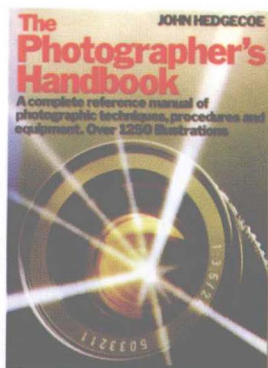
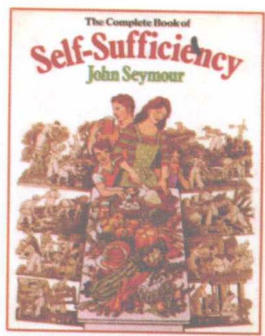
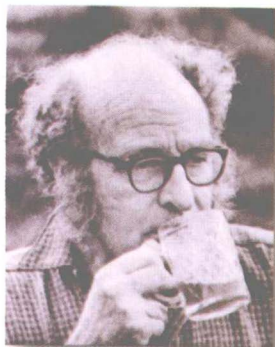
约翰·海吉科的《摄影全书》是1975年DK在法兰克福书展推出的王牌，极适合向业余玩家示范如何将技巧提升至专业的水平，是我们打进欧洲市场的入场券，销量达百万册。



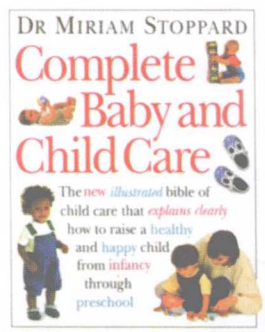
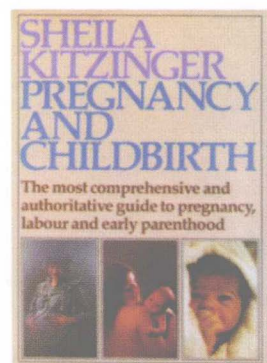
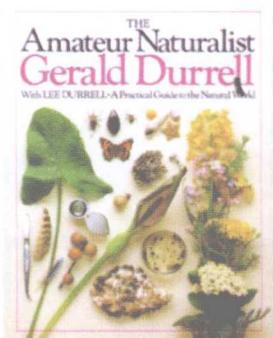
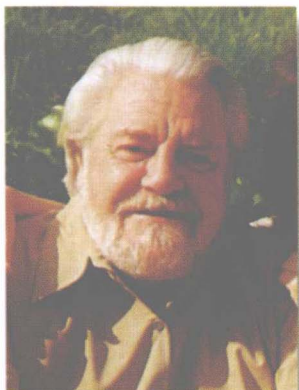
品酒书于 20 世纪 70 年代大行其道，只是，帕梅拉·范戴克·普莱斯作品的销售量，却未能冲到我们预期的高峰。



1975 年，肯宁顿工作室外集体合影。后排，从左至右：罗杰·布里斯托，德瑞克·恩格里斯，布里奇特·莫利，希拉·诺布尔，大卫·雷诺兹，彼得·金德斯利。前排，从左至右：雅姬·道格拉斯，克里斯托弗·道林，卡罗琳·奥克斯，克里斯托弗·戴维斯。



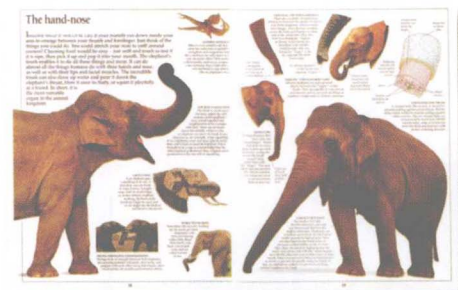
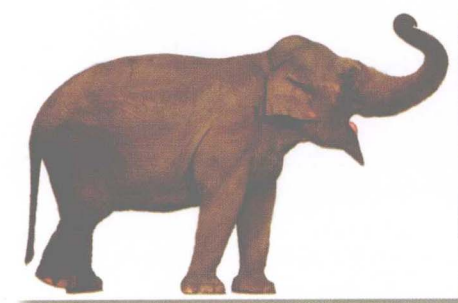
DK 再版书目的基础，建立在早年勇于投资在鲜明的概念和成名的作者，例如约翰·西摩·佩妮洛普·利奇（二人请见附图）、约翰·海吉科、雅克塔·霍克斯。



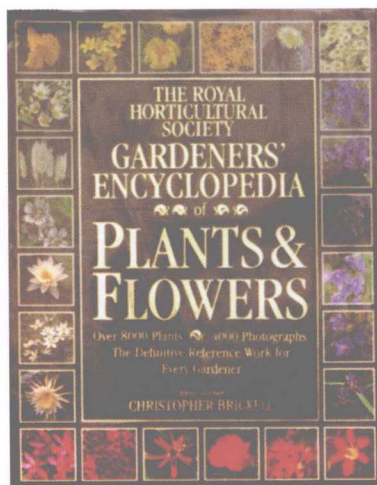
杰拉尔德·达雷尔，希拉·基肯格，米丽娅姆·斯托帕德三人都曾为 DK 写下畅销全球的杰作——米丽娅姆的纪录还是很多、很多次。米丽娅姆在 DK 近 30 年的时间，一直是公司首屈一指的作家。



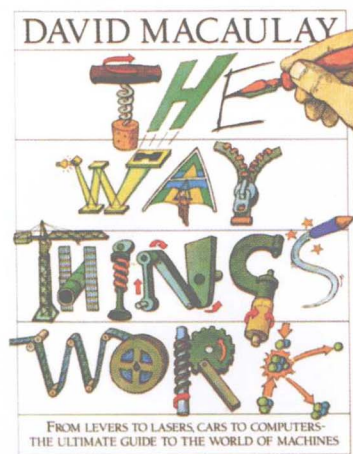
目击者于1988年推出第一批书时，这一系列的版式设计在非小说的少年图书中掀起一场革命，大为轰动，销量突破5000万册。



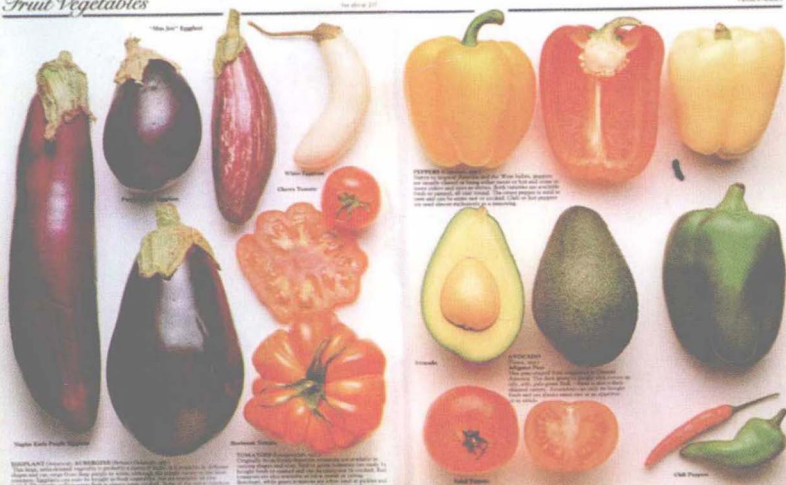
去背图像搭配全白衬底一经确立为 DK 设计的标志，就让人觉得这样的设计应用起来几乎没有限制。不过，在摄影棚里拍摄形形色色的野生动物却不容易，甚至还有危险，只是，浮凸鲜明的视觉效果到头来让人觉得一切的辛苦都没白费。



大卫·麦考利笔下的杰作，可能是 DK 几本最出名也是许多人最爱的出版品。不仅有数百万册的销量，后来还促成微软投资 DK，再而后改制作成光盘，一样高居畅销榜榜首。

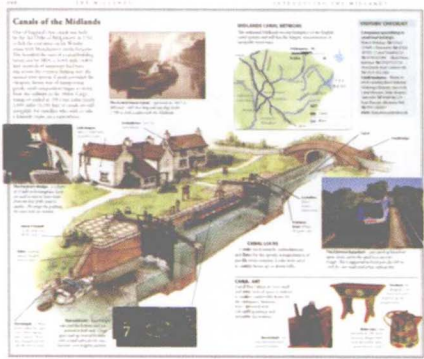
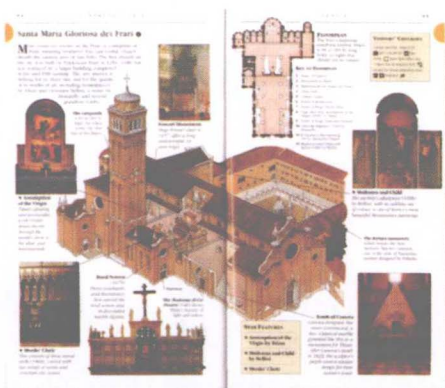
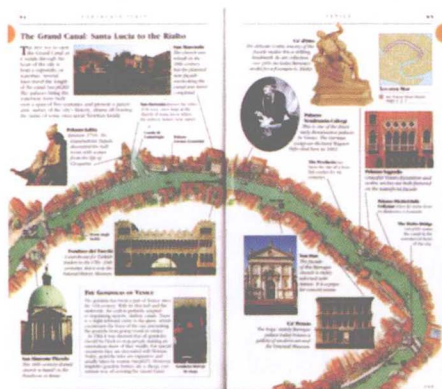
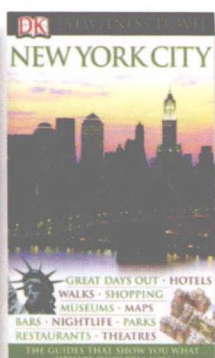
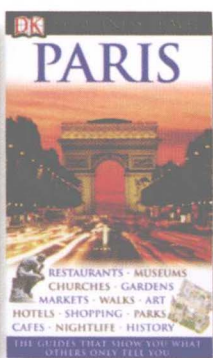
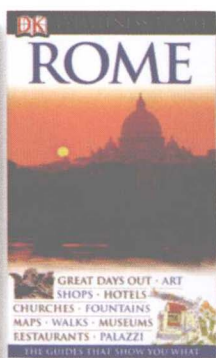
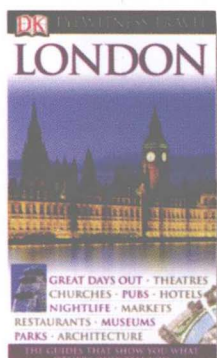


DK 和皇家园艺学会合作出版园艺工具书系，这是其中的第一本，也是最畅销的一本。专门为这一本书拍的好几千张园林植物的照片，就此成为 DK 图版库的基本库藏；DK 的图版库后来累积的藏量超过 200 万张。



《食材大全》和《业余博物学家指南》两本书里用的俯瞰式摄影，赢得法国伽里玛出版社皮埃尔·马尔尚的青睐，而向 DK 探询合作编制目击者系列的机会。





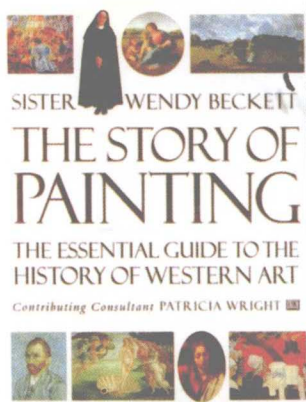
目击者旅游指南于全球卖出5000万册，是这一类型书籍世界销量之冠，也是DK业务最赚钱的一条线。



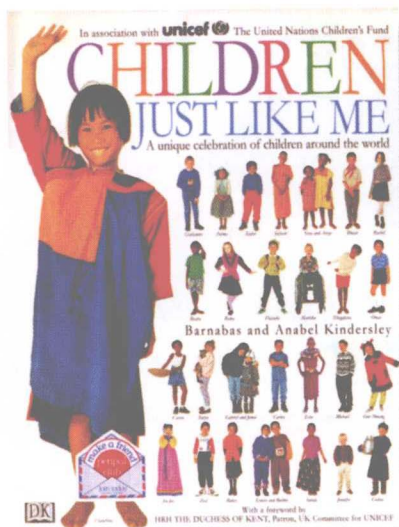
化石这样的出书题材在美国心脏地带卖得很好，但有人认为 DK 若是把书里碳 14 年代测定的相关内容全都拿掉的话，还会卖得更好。是耶？非耶？



DK 出的光碟和录影带产品的品质，普获各界好评。DK 多媒体部门成绩虽然灿烂，但是多媒体在出版史上如白驹过隙只有短暂一瞬，在许多方面殊为可惜。

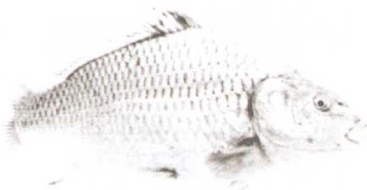


《绘画的故事》极受欢迎，BBC 为温迪修女拍的电视节目更让她家喻户晓，不但观众被她古灵精怪的机智诙谐迷死，就连机场通关安检也引来书迷签名。



《像我一样的小朋友》——DK 的经典之作，活泼，生动，亮眼，一看就能入迷。这本书在 1995 年秋出版，上市后九个月内，在全世界 23 处市场卖出 35 万册，封面那一位笑脸迎人的挥手女孩，后来还成了 DK 的招牌之一。

Some believe pictures say more than words



Some believe words say more than pictures

CARP. In many ways, not all of them flattening, the carp is the most distinguished of the entire minnow family. From the recorded data on the few extant specimens, this species is the largest of the minnows, and its traits and legends date back to antiquity. The carp's range in North America (some of it native) extends southern Canada from east to west, the entire continental United States and Mexico. Its habitat includes ponds, small and large lakes, and rivers - preferably the warmest muddy waters, and if they are too muddy the carp may make them so. The carp is recorded in China as far back as 500 B.C., and its occurrence has been a symbol of fertility in Japan. It was imported to Europe at an unknown date. F. L. Zaner, in *A History of Domesticated Animals*, writes, "The earliest record is probably that of the Chinese king Theodoros (A.D. 475-548), whose secretary Cosindera was compelled to issue a circular to the provincial governors to improve the supply (of carp) for the king's table." Culture of the carp in well-managed ponds has made this fish an important source of food in Europe and Asia for centuries. Tens of millions of carp have long been bred in central Europe for gourmet markets. The carp was imported to the United States as early as 1830 but failed to establish a permanent population. Today's carp numbers of carp stem from importations beginning in the 1870s, from Germany via California. The carp's history in this country is an extraordinary reversal of that of the imported German brown trout and the transplanted rainbow. Both of these fish were considered at first but later came to be valued. The carp, originally received with enthusiasm as a new source of food, became hated later by anglers and conservationists who saw it competing with game species for food and space, muddying their clear waters, disturbing their spawning grounds, eating their young, and spreading new parasites and diseases. Today several million

What is a fish?

The word "fish" is used in 17 different ways for different people. Some people consider a unimpaired shark, others, a group of brightly colored tropical fishes during about a coral reef, but others will thoughtfully think of water-dwelling mammals, such as whales and dolphins. Fishes are in fact a vast and varied group of fascinating aquatic organisms, superbly designed for underwater life. There are three main fish groups (p. 1) each of which evolved for different evolutionary purposes, as shown by their body form and internal structure. In different ways they are competing one with another, and by the competing a natural world is created. However, we can make a few generalizations. Most fishes live in water breathe by means of gills, possess a scale body, and swim and maneuver themselves using their fins. All fishes are vertebrates, which means that they have a backbone or similar structure, and an internal skeleton (other than in certain "shell" fish main groups make up the vertebrates: fishes, amphibians, reptiles, birds, and mammals. Most of us are aware of the variety of the last four groups, but there are about as many kinds, or species, of fishes (some 25,000) as in the other four groups added together!

What is a fish?

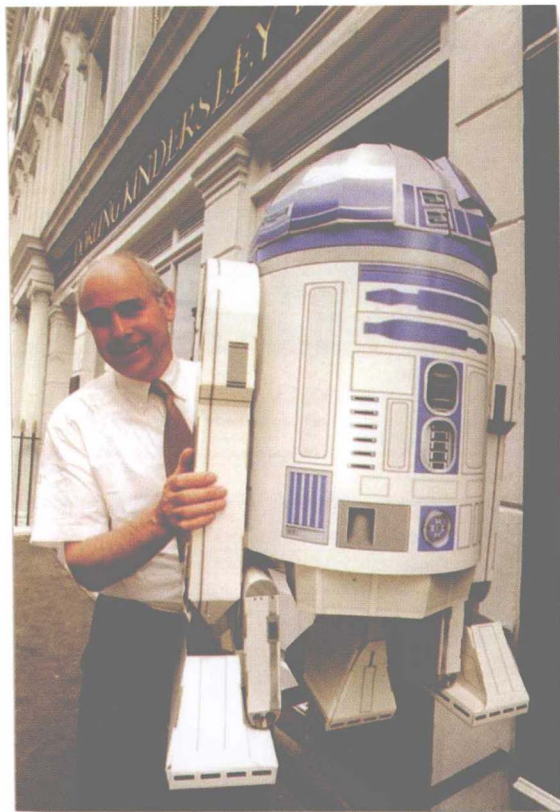
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What is not a fish?

Some people consider a unimpaired shark, others, a group of brightly colored tropical fishes during about a coral reef, but others will thoughtfully think of water-dwelling mammals, such as whales and dolphins. Fishes are in fact a vast and varied group of fascinating aquatic organisms, superbly designed for underwater life. There are three main fish groups (p. 1) each of which evolved for different evolutionary purposes, as shown by their body form and internal structure. In different ways they are competing one with another, and by the competing a natural world is created. However, we can make a few generalizations. Most fishes live in water breathe by means of gills, possess a scale body, and swim and maneuver themselves using their fins. All fishes are vertebrates, which means that they have a backbone or similar structure, and an internal skeleton (other than in certain "shell" fish main groups make up the vertebrates: fishes, amphibians, reptiles, birds, and mammals. Most of us are aware of the variety of the last four groups, but there are about as many kinds, or species, of fishes (some 25,000) as in the other four groups added together!

We agree.

简单利落的广告，让人眼睛一亮，对于目击者页面设计的复杂和细腻，有深刻的体会。

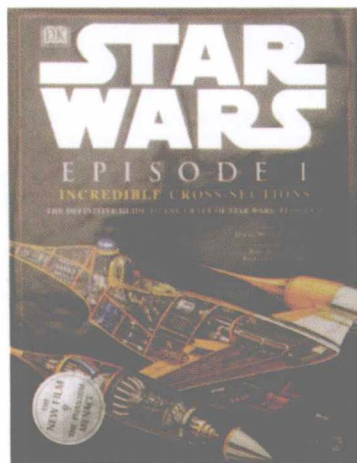
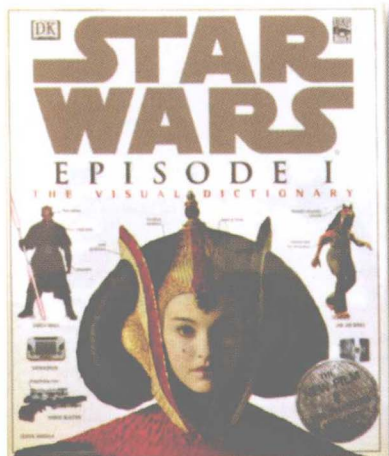


←

难得一见的搭配：彼得·金德斯利抱住一具 R2-D2 机器人的展示模型，当时 DK 为了促销《星球大战》丛书，做了许多营销道具，这是其中之一。

↓

这几本书是 DK 和卢卡斯影业一起开发出来的作品，极为轰动，但是各种因素造成 DK 大失血，甚至就此失去独立出版社地位。





DK flotation heads for success

Trading in Dorling Kindersley shares starts today (Friday, 30th October). The Bookseller went to press before the level of subscription and share allocations had been announced on Wednesday afternoon, but all the auguries—the enthusiastic response in the City to the pathfinder prospectus, the generous press coverage, and then the heavy demand for the

was the interest shown in the flotation, however, that the proportion offered to the public was raised to 36.6 per cent.

small numbers of new titles each year (178 in 1992), which means it can concentrate its efforts on producing high quality and



Laid-back success: Peter Kindersley with new titles, and educational expansion in mind

New chapter for publisher

THE PUBLISHER Dorling Kindersley, whose list ranges from sex guides to children's books, plans a stock-market flotation in the autumn that should value the company at between £75m and £100m. In the year to June 30, 1991, Dorling reported sales of £42m and pre-tax profits of £3.6m. In the current year its turnover is expected to rise to £77m. The prospectus was given to investors in late July, which will be used to fund Dorling's expansion into educational publishing in Britain and America.

Peter Kindersley, the chairman

Rufus Olin

states, thinks a series of new educational titles will help boost sales to £160m by 1995. Dorling's diversified revenue comes from its 47 countries. America accounts for 30% of turnover, followed by Britain with 27%. The company began in 1974 as a book room of Kindersley's youth London home. After leaving the publisher Mitchell Beazley, he initially packaged books and sold them on. By 1982, the company had

moved to Crown Garden and become a publisher with an international sales force. Its growth was gradual until the launch of the children's market with the launch of the extensive series in 1988. These presented financial opportunities in a visually-stimulating way. Eye-witness has now sold 25m copies worldwide. Dorling, with about 700 staff in eight divisions, is 60% owned by Kindersley and his family. Microsoft, the computer software company, holds 50% of Dorling's shares. World is sponsoring the issue and the broker is Cantor



Money

The Mail on Sunday/August 25, 1992

How a modest art school graduate made his books a £50m success story

Eyewitness to a fortune

By TOMMY BEE

UNABASHED book designer Peter Kindersley is worth around £50 million thanks to the success of his company, Dorling Kindersley. He is the son of a book designer and a book collector. He has a keen eye for design and a passion for books. He has a keen eye for design and a passion for books. He has a keen eye for design and a passion for books.

Stake

Kindersley's stake in the company is estimated to be around 36.6 per cent. This is a significant stake, especially given the company's success in the book market.



Kindersley's success is a testament to his vision and hard work. He has built a company that is now worth £50 million. This is a remarkable achievement for a man who started out as a modest art school graduate.

Guides to a winner

Peter Kindersley's success is a testament to his vision and hard work. He has built a company that is now worth £50 million. This is a remarkable achievement for a man who started out as a modest art school graduate.



Book editor Peter Kindersley is working a stock market listing for Dorling Kindersley, the reference book publisher

Flotation for Dorling Kindersley

DK1992年上市的成绩是6倍超额认购，衡诸当时经济衰退的背景，这是极为出众的结果。