



12th November, 2011 – for immediate release:

PENGUIN LAUNCHES *PENGUIN SHORTS* – A NEW DIGITAL SERIES OF EXCLUSIVE SHORT WORKS



Penguin today announces **Penguin Shorts**, a new digital series of exclusive short works from some of the world's best and most exciting writers.

Launching with nine titles, *Penguin Shorts* offers readers a wide range of engaging, entertaining fiction and non-fiction – including memoirs, novellas, long-form journalism, essays, stories, history, politics, science - for approximately the same price as a cup of coffee. Written to be read over a long commute or a short journey, in a lunch hour or between dinner and bedtime, the brief ebooks provide an escape into a fictional world, or act as a primer in a particular field, or give a fresh perspective on an old subject.

With a launch price of either 99p or £1.99, *Penguin Shorts* will aim to publish new titles each month on all digital formats. To echo the ground-breaking introduction of the first Penguin paperbacks in 1935 - when Allen Lane sought to bring quality writing to the British public at a low price - each ebook will be branded with Penguin's original, iconic tri-band design. Penguin US, which has been successfully publishing short digital-only works since September 2008, will adopt the branding in 2012 to make it a global Penguin initiative.



Penguin Shorts launches in the UK on December 1st with the following titles:

- *A Guest at the Feast* by **Colm Toibin** - an utterly captivating and brilliantly told autobiographical journey through Colm Toibin's young days in Ireland during the 1950s and 1960s.
- *At the Hairdressers* by **Anita Brookner** - a stunning new novella from the Booker Prize winning author that explores issues of trust, betrayal and loneliness through a chance encounter at the hairdresser's.
- *Protection* by **Helen Dunmore** - a wonderfully chilling short story by the Orange Prize winning author that examines how far you would go to ensure your family's safety.
- *The Happiness of Blond People* by **Elif Shafak** - a powerful and personal examination of national identity and immigration based on novelist Elif Shafak's experience of living in many countries, most recently the UK.
- *How To Set Up a Free School* by **Toby Young** - a clear, concise and highly entertaining how-to essay by the high-profile controversialist and first person to set up a Free School in the UK.
- *How To Be A Rogue Trader* by **John Gapper** – a compelling and topical analysis of rogue trading that probes beneath the headlines from one of the best-respected business writers in the world.
- *Perfect Christmas Day* by **Felicity Cloake** – 16 essential recipes for the perfect Christmas feast by the acclaimed Guardian writer and Food Journalist of the Year.
- *The Battle of Alamein: North Africa 1942* by **John Bierman & Colin Smith** - the first in the 'Great Battles' series available only in Penguin Shorts, this is a riveting story of a ferocious but compassionate battle, and a journey through an unforgiving North African landscape.
- *Great Battles: The Battle of Isandlwana* by **Saul David** - part of the 'Great Battles' series, this devastating and gripping account of the most brutal of battles transports readers to the plains of Africa and the cauldron of war.

Press Release



Venetia Butterfield, Publishing Director of Penguin imprint Viking, said “Since Penguin introduced affordable quality books over 75 years ago, we have always tried to find innovative ways to give readers intelligent writing at a low price - and *Penguin Shorts* does exactly that. They are explicitly designed to be read anywhere, on any device, in a small space of time - and fill a genuine gap in the market. We are extremely proud to be launching with such an array of talented writers who, between them, cover a completely fascinating range of subjects”

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