

PRHUK

International Business Development



Penguin
Random House
UK

About Us



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UK

Penguin Random House is the world's largest publisher. An iconic and globally trusted brand, our mission is simple: **we make books for everyone, because a book can change anyone.**

We are the storytelling experts, with over 16,000 new releases and 700 million books sold ever year. **Quality is at the heart of everything we do.**

Our **business development team** specialises in curating and creating content to fit your brand. Be it physical or digital, a brand or retail exclusive, corporate or media partnership, or even a complete learning solution, we have the creative expertise to help you.

Collaborate with us to take your brand to the next level and beyond.

Brands we've worked with

hupo

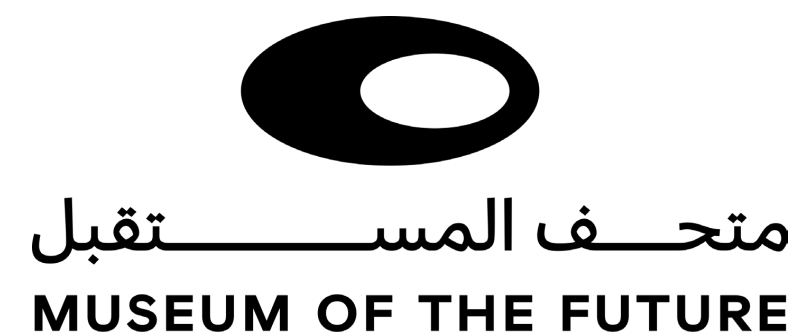


GRAND | HYATT®

miu miu

Aēsop®

salterra
RESORT & SPA • TURKS & CAICOS

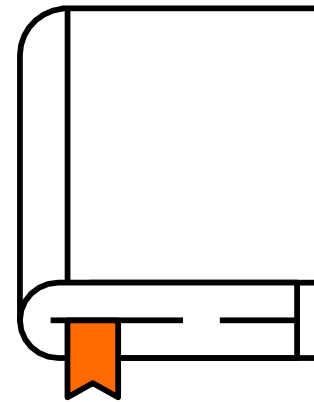


How we can work with you



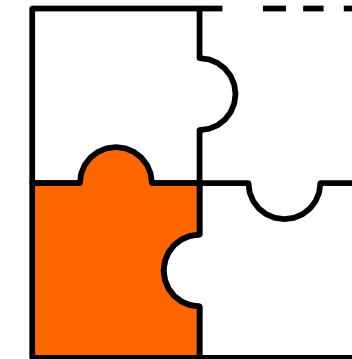
Gift a book

We can supply copies from stock of an existing title, at discount, for you to use as you please



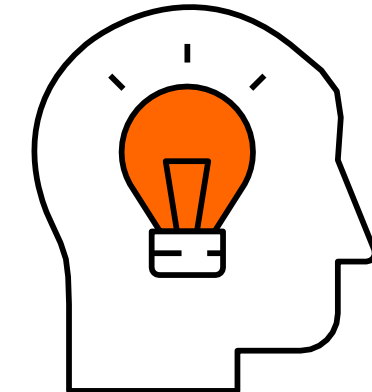
Brand a book

We can customise the look and feel of a book, for example, amending the cover, blurb, and adding your brand's logo



Adapt a book

We can take content from a title we publish already and tailor it for your needs



Start from scratch

Using our expert editorial team, we can create a book shaped around your brand that will speak to your audience

Brands in our portfolio



P E N G U I N



C L A S S I C S



M O D E R N
C L A S S I C S



R O A L D D A H L

T E N
M I N U T E S
T O B E D

world of
E R I C C A R L E



Case Studies

Here are examples of the brands and projects we've collaborated with, from retail partners to EdTech specialists.



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Case Studies Lifestyle

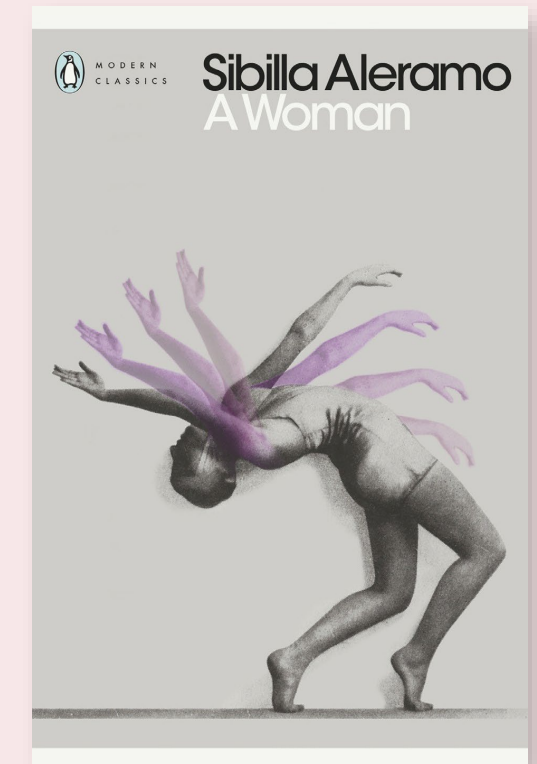


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In April 2024, Miu Miu (a Prada Group subsidiary) launched its Literary Club: in person events with incredible panellists from the cultural and fashion worlds.

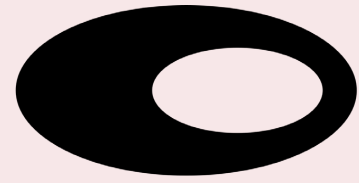
For its first event in Milan, Italy we produced a special print run of Sibilla Aleramo's *A Woman* to be given away to all attendees.





As part of a long-standing partnership with Hamleys, the largest toy store in the world, our team has created bespoke content for their young customers featuring exclusive stories and designed with the company's logo.





متحف المستقبل MUSEUM OF THE FUTURE

One of Dubai's most famous landmarks, the Museum of the Future was launched by the Dubai Future Foundation in 2022 and explores how society could evolve in the coming decades using science and technology. Termed a 'living museum', it incorporates elements of traditional exhibitions, immersive theatre, and themed attractions.

We created a wonderful edition that celebrates their institution, mission, and vision.

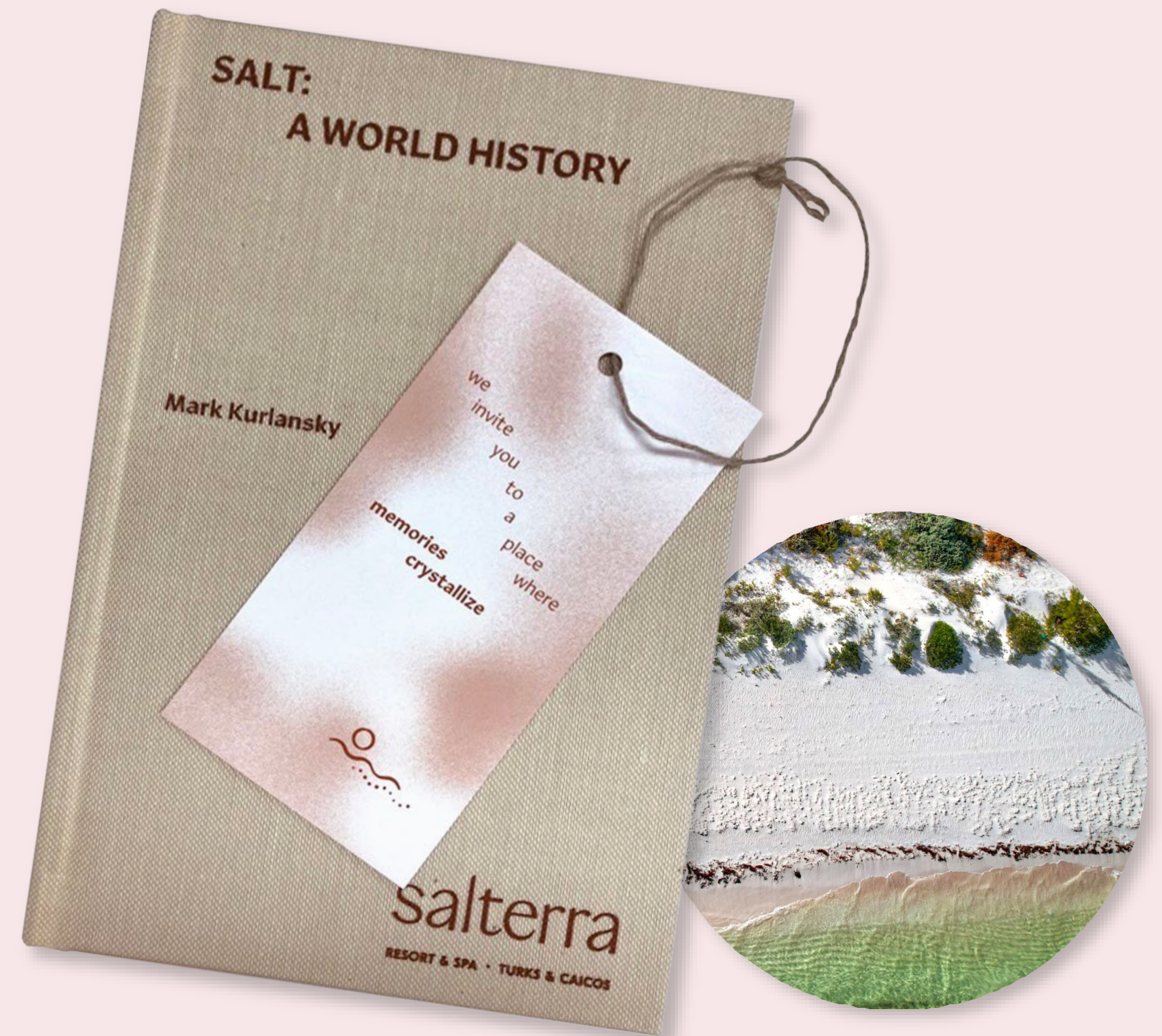


salterra

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We created a beautiful bespoke edition of Salt by Mark Kurlansky for Salterra, the Marriott luxury resort spa in the South Caicos (Caribbean).

We changed the format from paperback to hardback, designed a new jacket using a cloth covering and the same colour palette as the resort's brand, added their logo, and included a bespoke introduction.



Aēsop®

For the launch of Aesop's new store in Shanghai, China, we collaborated to give away copies of *The Dolphins, the Whales and the Gudgeon* by Aesop to their clients on the opening day.





In collaboration with Justin Kim, CEO and founder of Hupo, we are publishing Crazy Smart Asians: business lessons from the hottest entrepreneurial talent in Seoul, Singapore, Shanghai and beyond.

Crazy Smart Asians will be published globally in 2025.



GRAND | HYATT®

In partnership with Grand Hyatt hotel in Seoul, South Korea, we have launched a literary corner featuring some of our best-selling classics and most beloved children's brands.





In collaboration with our colleagues in Australia, we have realised a wonderful partnership with tea brand T2, in which we have created bespoke editions of our classics to go alongside their tea blends in exclusive sets.



Case Studies Learning



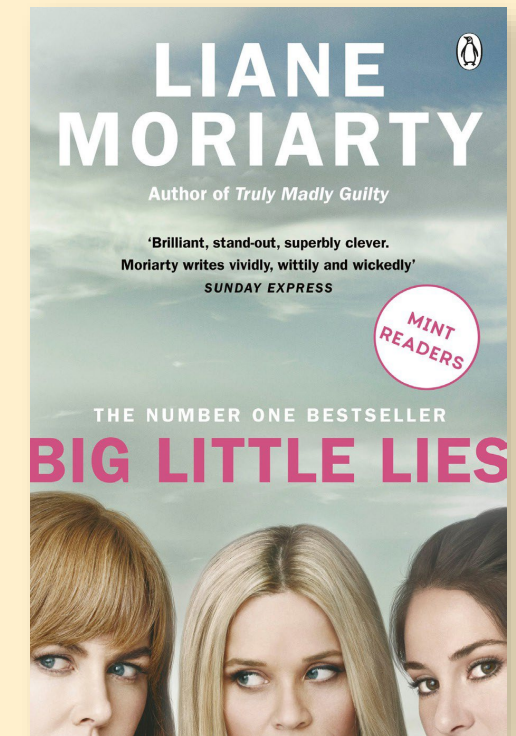
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Mint Reading

Mint Reading, a China-based reading app, serialised PRH content into 100 chapters that were delivered daily to users.

This included read-along audio, chapter summaries, comprehension questions, and glossaries in Chinese.

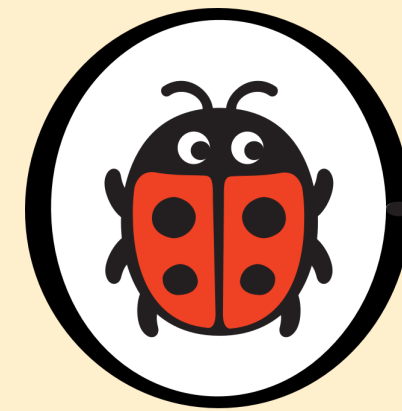
Mint also purchased physical books with special covers incorporating their logo.



Ladybird Readers with iPortfolio

Korean education technology company, iPortfolio, adapted our English language teaching series for young learners, Ladybird Readers, into their digital platform.

They embedded interactive activities to aid the learning journey.

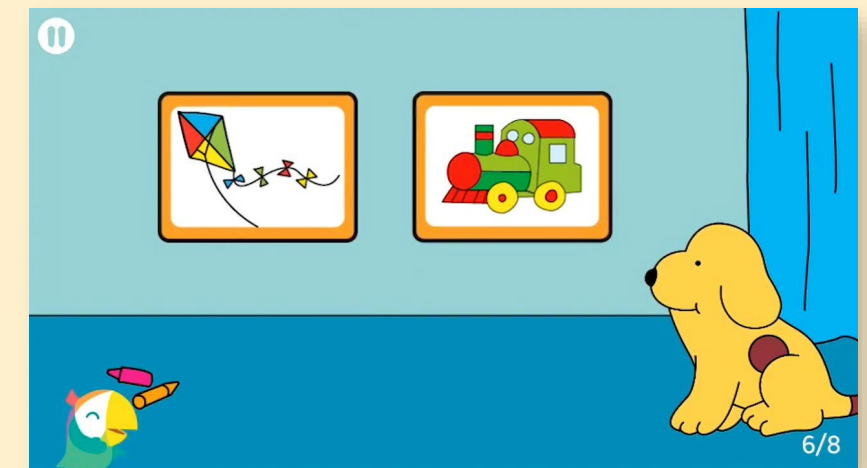


Ladybird FUTURE PACK



Spot with Jiliguala

China-based edutainment app, Jiliguala, adapted eight of our pre-school Spot titles for their audience digitally. The content formed part of their English language lesson offering.



Jiliguala Bespoke Reader & Activity Book Series

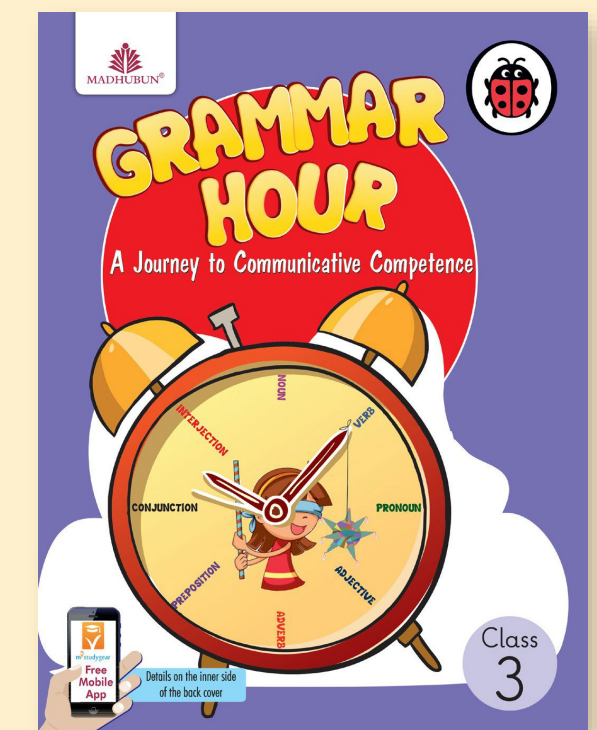
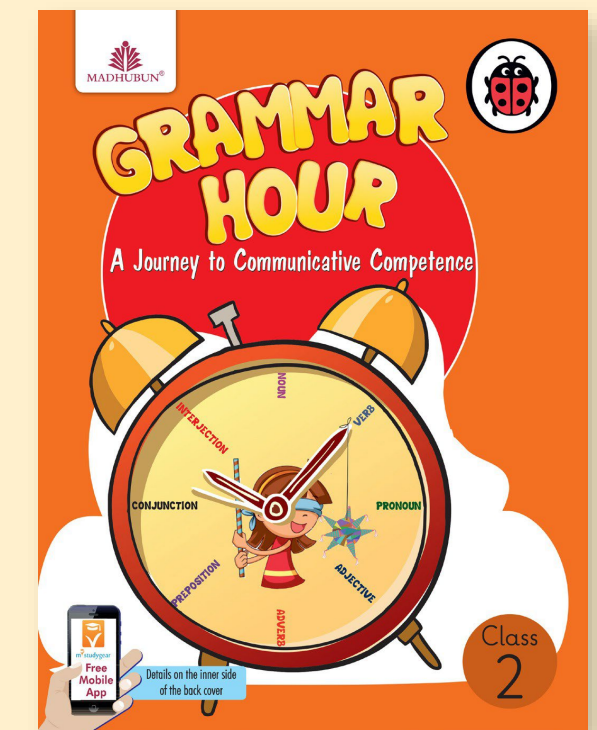
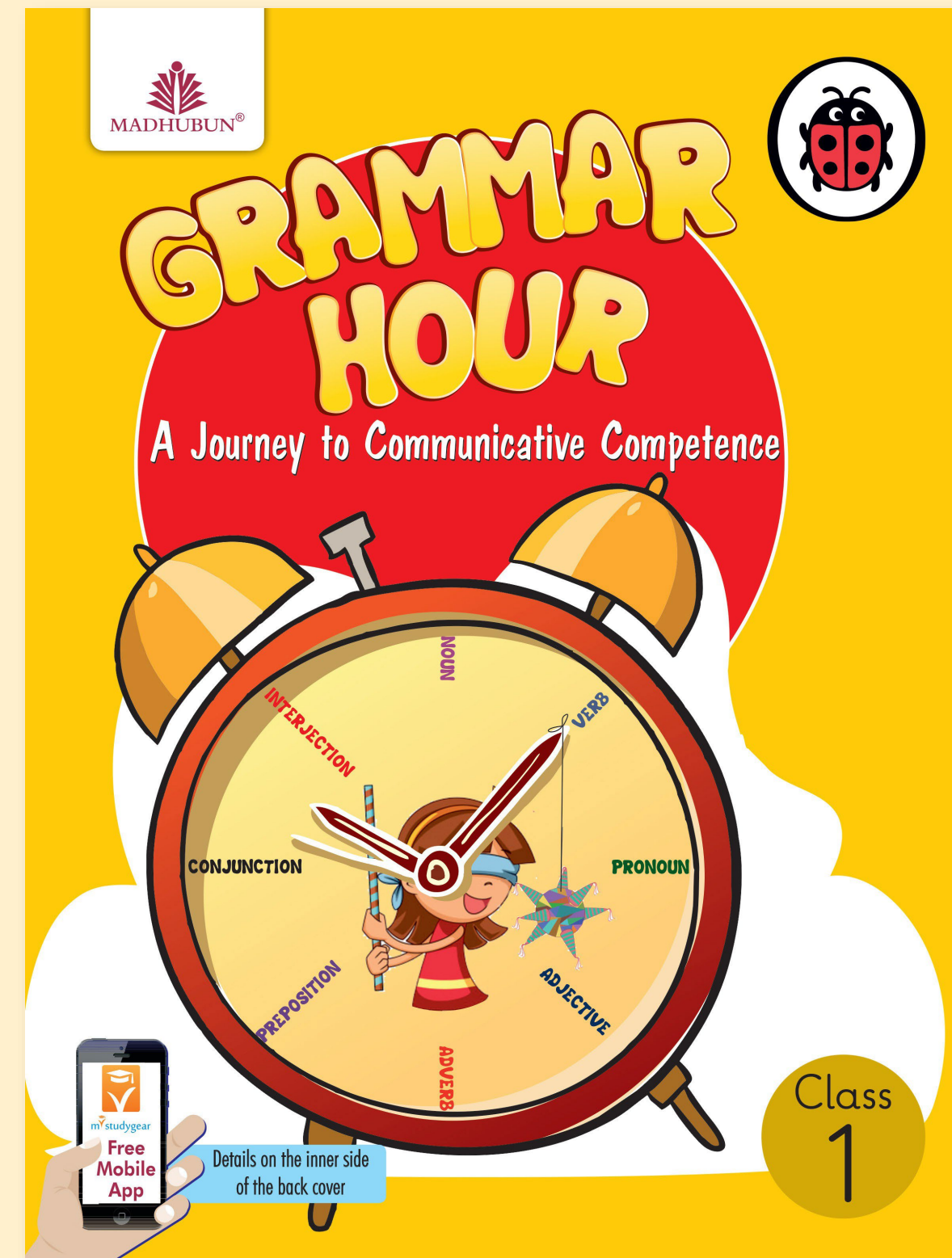
We developed a reading scheme exclusively for a customer in China to complement their successful language-learning app.

We created 86 talking pen compatible books, written and designed by our team of experts, and using the customer's branding and characters.



Grammar Hour Workbooks with Madhuban

We partnered with Madhuban Educational Books, a leading textbook publisher in India, to adapt our grammar workbook content into an 8-book co-branded series.

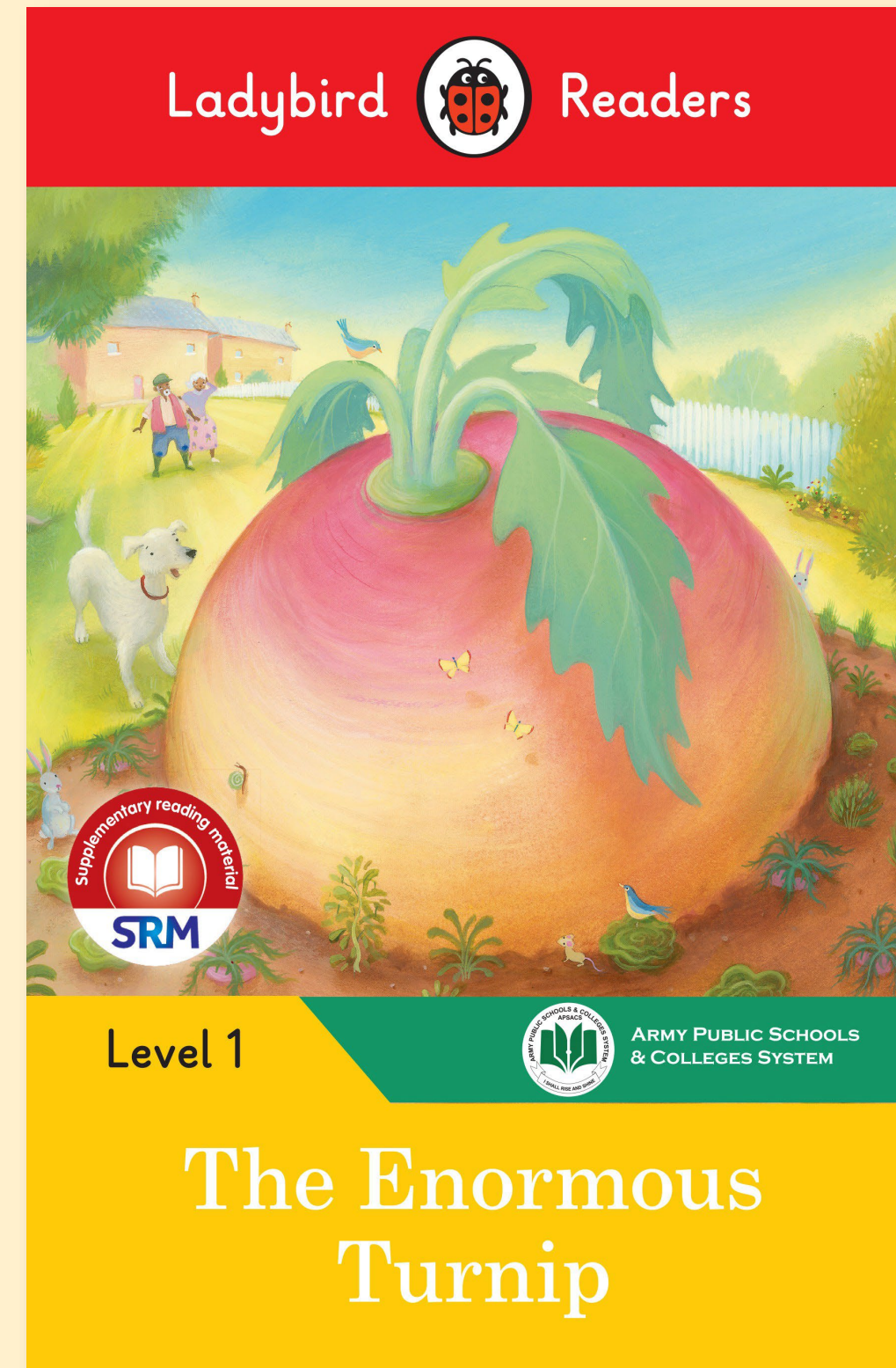


Ladybird Readers with APSACS

We adapted the content of a selection of our Ladybird Readers to create bespoke, branded editions for a school chain.

Predominantly this made the language more suitable by removing references to exam practice that wasn't relevant to their curriculum, and involved customising the covers to include their branding alongside our own.

We also provided bespoke training to enable teachers to use the material.

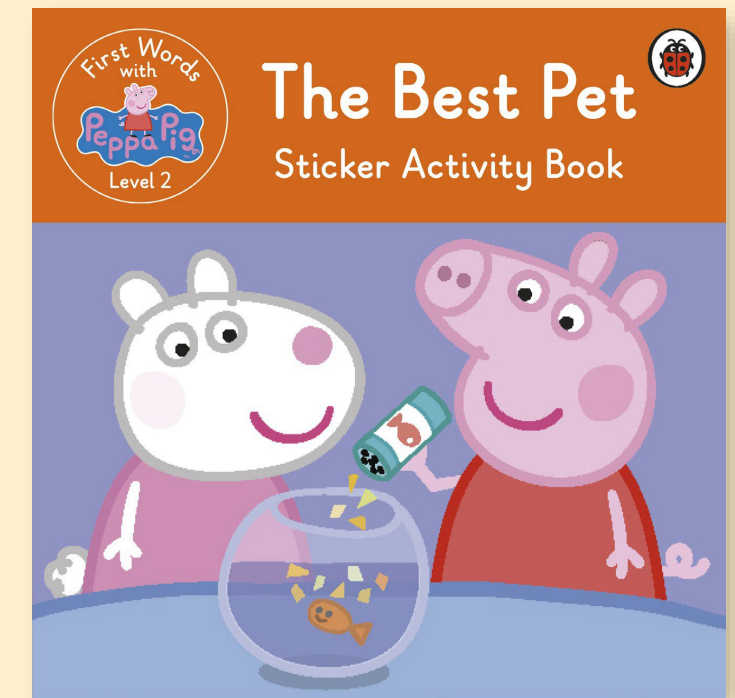
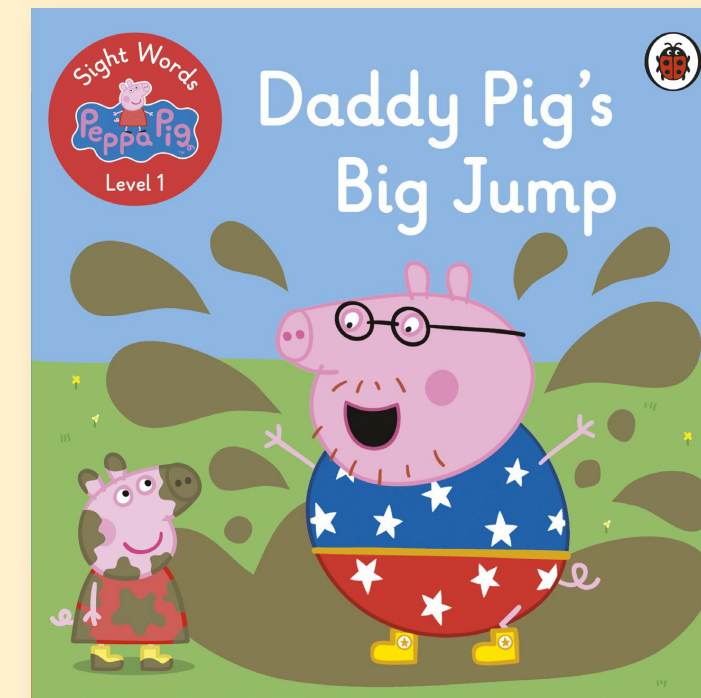


Sight Words with Peppa with Kaidi

We developed a 40-book reading scheme featuring Peppa Pig exclusively for a customer in China. The scheme included:

- 5 levels, teaching the 220 Dolch Sight Words
- 4 storybooks in each level, featuring new content from previously unadapted episodes
- 4 accompanying sticker activity books in each level
- 1 flashcard box and 1 poster for each level

We recorded audio for all the text and printed with dot coding so the series could be used with a talking pen.



Contact Us

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