



Unlikely Destinations: The Lonely Planet Story (Paperback)

By Tony Wheeler, Maureen Wheeler

PERIPLUS EDITIONS, Singapore, 2007. Paperback. Condition: New. Language: English . Brand New Book. Founders of the phenomenally successful publishing company Lonely Planet, Tony and Maureen Wheeler have produced travel guides to just about every corner of the globe. Lonely Planet Publications was born in 1973 when the Wheelers self-published a quirky travel guide, *Across Asia on the Cheap*. This was quickly followed by what soon became the backpackers bible, *South-East Asia on a Shoestring*. Going boldly where no other travel publisher had ventured, they catered to a new generation of independent, budget-conscious travelers long before the advent of mass tourism. *Unlikely Destinations: The Lonely Planet Story* is a unique mix of autobiography, business history and travel book. It traces Tony and Maureen Wheeler s personal story as well as the often bumpy evolution of their travel guide business into the world s largest independent travel publishing company. Not surprisingly, after thirty years in the business, the Wheelers have an unrivaled set of anecdotes which they share in *Unlikely Destinations: The Lonely Planet Story*. They have been hassled by customs, cheated by accountants, let down by writers, banned in Malawi, berated for their Burma guide and had books pirated in Vietnam....



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