



## Prva džepna knjiga

Penguin Buks (Penguin Books) je britanski izdavač kojeg je 1835. godine osnovao Alen Lejn (Allen Lane). Lejnova zamisao je bila da napravi knjigu čija bi cena bila jednaka ceni paklice cigareta.

Svoje “knjižice” Lane nije video samo u knjižarama već je njihovu ponudu zamislio i na železničkoj stanici, u dragstorima, čak i na kioscima. Tako je nastala džepna knjiga.



Prvi primerak džepne knjige objavljen je upravo 30. jula, 1835. godine. I bio je to “Arijel”, Andrea Moroa.

*Divna Milošević*






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