

Tekst 10

Lonely Planet FAQ

Lonely what?

Stuff about books

Stuff about working for LP



? Lonely what?

Who are you people, anyway?

Lonely Planet publishes the world's best guidebooks for independent travellers. Our books are known worldwide for reliable, insightful, pull-no-punches travel information, maps, photos, and background historical and cultural information. We've got every continent covered (yep, Antarctica included) with an ever-increasing list of travel guides, atlases, phrasebooks and travel literature.

If you want to know how Lonely Planet got started all those years ago, check out our potted history.

Seen us on TV?

Lonely Planet's guidebooks have been brought to the box by Pilot Productions. These award-winning TV shows, inspired by the joy of independent travel, take an honest look at the most exciting, picturesque and frustrating places in the world. Your hosts, Ian Wright, Justine Shapiro (and others), aren't anthropological experts but engaging storytellers who become fellow travelling companions as you share in their adventures and mishaps.

? Stuff about books

Who are your authors?

Lonely Planet authors are seasoned and enthusiastic travellers with an eye for useful and interesting information and quirky tidbits in the destinations they cover. Rather than trying to lead travellers by the hand, Lonely Planet authors recognise that a large part of being on the move is making your own discoveries. With this in mind, authors gather accurate information to make the practical aspects of a journey run smoother, and historical and cultural background to enrich the travelling experience.

Most of our 200 or so authors work on a contract basis: they are based all over the world and tend to spend a large proportion of each year on the road. It's also Lonely Planet policy to give in-house staff members the opportunity to work as an author. Some 'jump the fence' and never hop back over; most go back to their regular work as a salaried gump.

How do books get updated?

Most of our guides are updated on a two-yearly cycle, with updated information incorporated in reprints through the life of an edition and on our web updates. For each new addition, our authors travel to all the places mentioned in the guide, verifying and updating existing information and scouring the scene for new attractions, happening spots, and hangouts. Authors also take photos and update the maps.

No, they don't stay in every hotel mentioned, because that would mean spending a couple of months in each medium-sized city and, no, they don't eat at every restaurant because that would mean stretching the belt beyond its capacity. Many of our authors work 'undercover', others aren't so secretive: none of them accept freebies in exchange for a write-up.

How can I find out when a new edition is coming out?

Check out what's [Hot Off the Press](#). If you can't see what you're looking for, share in the shipping news by mailing our [sales department](#).

Where can I buy your books?

Try your local bookshop. If you can't see what you want on the shelf, they'll usually be able to order the book in for you. If you don't know where to start looking, check our worldwide list of [distributors](#). If you prefer to order on-line, our [Propaganda](#) department will happily take your money.

? Stuff about working for LP



How do I get to be an author?

Lots of people would like to write or update books for LP but we aren't in the habit of picking travellers at random and handing out air tickets and expense accounts.

We choose our authors in a few ways. Either they've come up with a wonderful (and new) idea and convinced us that they are the best person in the world to write a book about it. We begin by not believing them and ask for a sample chapter before we encourage them to go any further. We have never had a publishable book simply arrive on our doorstep.

Openings for new authors are few and far between. Where we have taken on somebody new, they're an experienced traveller who also has skills or experience in travel writing, research, photography and relevant specialist knowledge of a country or region.

If you think you fit the bill, [let us know!](#) Give us as much detail as possible - declarations that you're the best person for the job aren't going to cut the custard unless they're accompanied by top writing, a banger of a CV and some sparky ideas.

Do you want to see these amazing slides of my trip?

Usually we're able to rely on authors, in-house sources and slide libraries to get the images we need for our books and the website. In very exceptional cases, we accept uncommissioned pix, so if you're the only person who's captured the spotty-faced burger parrot in full flight, it might be worth letting us know. [Send us](#) a list of the subjects you have high-quality slides of and we'll add your details to a database.

If you're convinced we'll want to see your snaps, send dupes or slides you don't want returned to Embarcadero West, 150 Linden St, Oakland, CA 94607, USA (for anything to do with the Americas) or to PO Box 617 Hawthorn VIC 3122, Australia (for the rest of the world).

What goes on in the LP offices?

Lonely Planet's head office is in [Melbourne](#), Australia, where about 130 people work in a partitioned playground. Most of the wage slaves are either editors or cartographers; the rest are sales and admin staff, warehouse crew, publicity prettices, designers, managers and mascots. We've also got a small production team, and a sales, distribution and publicity crank in [London](#) (about 15 people), a Paris office which handles our French translations (another 10) and a crew of about 50 in [Oakland](#), California, which takes care of all books for the Americas.

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Lees bij de volgende opgaven steeds eerst de vraag voordat je de bijbehorende tekst raadpleegt.

■ Tekst 10 Lonely Planet FAQ

Tekst 10 is de rubriek Frequently Asked Questions van de website van Lonely Planet, een uitgever van reisboeken.

Je hebt een aantal dia's waar je zo trots op bent dat je ze geschikt vindt voor publicatie in een reisgids.

- 2p **42** □ Noem de *twee* mogelijkheden die tekst 10 geeft om dit onder de aandacht van Lonely Planet te brengen.