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Crimson Publishing. Paperback. Book Condition: new. BRAND NEW, The Lonely Planet Story: Once While Travelling, Tony Wheeler, Maureen Wheeler, The highly readable Lonely Planet Story: Once While Travelling is a unique mix of autobiography, business history and travel book. It traces founders 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. In 2007, the Wheelers shocked the publishing industry by selling to BBC worldwide....

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- Authored by Tony Wheeler, Maureen Wheeler
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