

REINHARD
MOHN

100
YEARS

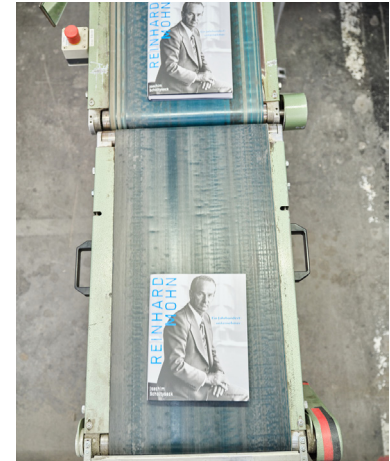
Smooth Team-
work On The
Anniversary Book

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Penguin Random House Verlagsgruppe in Munich and Mohn Media in Gütersloh worked hand in hand on the production of “Reinhard Mohn – Entrepreneur, Leader, Visionary”.

Gütersloh/Munich – Last fall’s production of the memoirs of former U.S. President Barack Obama already gave the teams from Penguin Random House Verlagsgruppe in Munich and Mohn Media in Gütersloh ample opportunity to demonstrate how well cross-divisional cooperation can work for producing important books. They have now seamlessly followed this up with the production of the anniversary book to mark Reinhard Mohn’s 100th birthday on June 29, 2021. The result of their joint effort: a sophisticated print product of the highest quality.



“Reinhard Mohn – Ein Jahrhundertunternehmer” (“Reinhard Mohn – Entrepreneur, Leader, Visionary”) by the distinguished corporate historian Prof. Joachim Scholtyseck was published on Monday by the C. Bertelsmann imprint, which is also the nucleus of our company founded in 1835. The book is both a central element of the Reinhard Mohn Centennial in 2021 and, according to Bertelsmann Chairman & CEO Thomas Rabe, a “very book worth reading for every one of us, because it shows us where Bertelsmann comes from and where our roots lie.” On more than 200 pages, Scholtyseck sheds new light on Reinhard Mohn; the book also contains numerous previously unpublished pictures and documents.



“At C. Bertelsmann, we have already had the pleasure of publishing a number of books by Reinhard Mohn and Liz Mohn in the past, but this book, in which Joachim Scholtyseck takes a look at Reinhard Mohn the man, entrepreneur, and visionary with a historian’s eye, is something very special even for us,” says Karen Guddas, Publishing Director Nonfiction at C. Bertelsmann. “Not only the many, often little-known details of his life and thinking that the author has compiled, but above all the rich illustrations and wonderful layout make ‘Reinhard Mohn – Entrepreneur, Leader, Visionary’ an impressive book, both in terms of content and appearance, that will hopefully continue to have a wide impact beyond the celebrations of Reinhard Mohn’s 100th birthday.”

For Mohn Media, the anniversary book, with its total print run of 10,000 copies, may be a relatively small order, but nevertheless it is anything but ordinary, as Dirk Kemmerer, CEO of BPG and Managing Director of Mohn Media, emphasizes. “We are proud to carry the name of our founder in our company name, so it is a special honor and privilege for all of us to have been able to produce this prestigious book and do our part in commemorating the 100th anniversary of Reinhard Mohn’s birth.”



Melanie Perl can only agree. As Object Manager in Mohn Media’s book division, she has been closely involved in the project from the very beginning. “When our colleagues at Penguin Random House Verlagsgruppe first informed us about this project a few months ago, we were all a bit excited, but also full of anticipation. And this sense of excitement has carried through for everyone involved, from the first contact with the publisher, through the preparatory work and the entire production process, to delivery, which just happened a few days ago.”

The fact that everything went smoothly throughout the production process is due in very large part to the well-rehearsed collaboration between the print shop in Gütersloh and the publishing group in Munich. “This particular book was made possible above all by the early consultation and close cooperation of everyone involved in production,” reports Production Manager Markus Dockhorn. “Whether it was a question of the ideal format, the right content paper or the processing of the image templates, the colleagues in Gütersloh and Munich were in regular

and constructive exchange. The spirit of partnership was especially noticeable in our collaboration with regard to the special edition, the selection of materials, and the deliberations on the finishing.”



In addition to the regular edition, the experts at Mohn Media produced 40 deluxe copies of the anniversary book. These special editions have a leather cover, a linen slipcase embossed with Reinhard Mohn’s signature, and a deep embossing with Reinhard Mohn’s portrait on the cover. Says Melanie Perl: “With these very special editions, the colleagues were able to show that a great deal of craftsmanship is still needed to produce books, and that book printing is ultimately an art.”