

# A new breed of Penguin

Posted: March 07, 2009 by Mark Medley  
[The Ecology of Books](#), [Nicole Winstanley](#)



[John Makinson, Nicole Winstanley, and David Davidar/Photo by Aaron Lynett/National Post]

I had super-agent Andrew Wylie on the phone from New York. He was talking about the launch of Hamish Hamilton Canada, the first major imprint to launch in this country since Knopf in 1991.

"People will tell you imprints don't make a difference, but they make a huge difference to me, so I don't know who they don't make a difference to," he said. "I tend to look very quickly at the back of a book to see who published it. Then I read the jacket copy, then I start looking in the book. If a book comes from a certain imprint — in this case Hamish Hamilton — I am favourably inclined to consider buying it."

Penguin Canada CEO David Davidar and executive editor Nicole Winstanley -- pictured above with Penguin Global CEO John Makinson -- certainly hope this holds true for the reading public. [A look at Hamish Hamilton Canada is the fourth installment of the \*National Post's\* ongoing series, \*The Ecology of Books\*.](#)

"It's not going to be an imprint publishing a book a week, grasping for straws," Wylie said. "It's going to be an imprint that selects titles very carefully and stands for something, and has meaning in the market."

Part [one](#) of the series focused on agents; part [two](#) was about literary journals; the [third](#) part was a profile of editor Ellen Seligman.