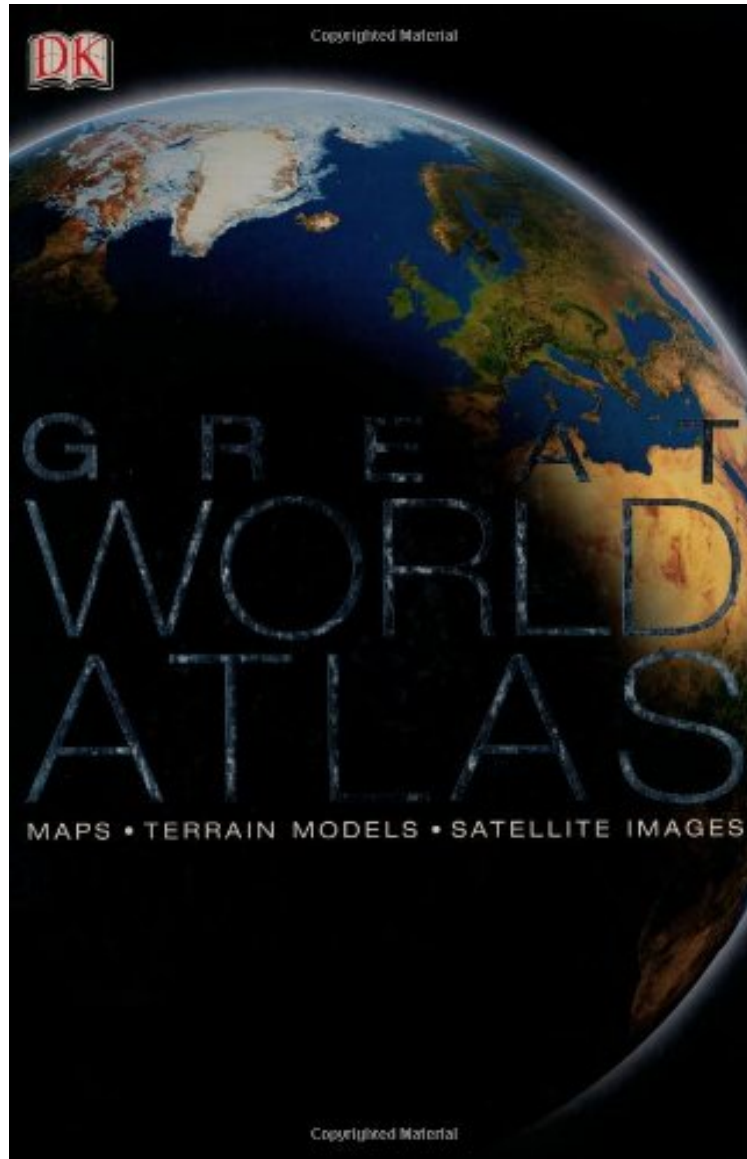


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The Great World Atlas

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DK Publishing : The Great World Atlas before purchasing it in order to gage whether or not it would be worth my time, and all praised The Great World Atlas:

1 of 1 people found the following review helpful. positive but mixed revieBy paul a hummelit's a great atlas, with the best illustrations of any atlas i've had. i currently have 5 world atlases published in 5 different decades; several dozen historical and/or regional atlases and probably another dozen about the waters pf the planet and about the skies. there might be a slight edge in gazeteer info in the Nat'l Geographic and Times atlases, but i find the illustrations i ht the

Great World Atlas more enjoyable. Nat'l Geo, in particular, is so cluttered it gives me eyestrain. My one complaint is the same complaint that so many others have made before me: viz., it's just dumb to bind such a lovely book in so inelegant a manner. Really not smart to hide info between your legs. 14 of 14 people found the following review helpful. DK Failed Again - do NOT buy this Atlas By J. S. Radford Very unfortunately, this beautiful Atlas has been cruelly ruined by non-standard, 100% unacceptable binding (see my earlier review for 2003 edition). Thank you P.A. Connors!! Thank you for reporting on the continuing bindery problem. I was tempted to buy the new 2008 edition and hope for the best. I am so glad to get your alert so I don't have to ship the Atlas back, as I am certain I would (costing me hefty shipping postage!). I guess whoever I contacted a couple of years ago about the VERY SERIOUS bindery problems was not in a position to effect the changes required by ANY serious Atlas publisher. One has to assume DK is not serious about publishing high quality Atlases. What a shame..... 2006 Review follows: I have emailed the publisher about this Atlas. They say they will correct the defects in the next edition. In short, "maplover" is exactly right - the "crack" is a fatal flaw. There are many beautiful 2-page spreads that have almost 2 full inches in the middle pressed into the binding. This Atlas is not correctly bound. ANY serious large atlas will be bound so as to lay flat, revealing 100% of mapping detail. I own half a dozen such large atlases. This DK book is the only one that does not lay open flat. It was ruined by improper binding! The binding is the same as used for mass market paperbacks, which, as we all know, we have to struggle to pry open sometimes. HOWEVER -- unlike a paperback, the DK Atlas is solidly glued to a 1/8th inch thick backing board that cannot be loosened up to allow the binding to even come close to lying open as flat as a paperback can be pried open. Such binding has never been used for atlases before. What was DK thinking? Somebody really needs to be demoted or fired for this. DK responded to emails and says they will correct this. I pray so. The Atlas is so beautiful but for this flaw. BUT ... there is also the question of completeness and reliability. I found at least a few critical placenames absent. These were places of significance. To omit them on any serious map would be to reveal profound incompetence. It's as though, as I told DK, the maps were prepared or edited by person(s) ignorant of the geographical areas they were responsible for. This is unacceptable and quite unbelievable. I returned my copy for a refund. I conveyed my criticisms to DK and got positive responses. They are a fabulous publishing company. Hopefully, they will correct the problems. I also conveyed to DK my concern that their website portrays this particular Atlas incorrectly. They have samples of 2-page spreads with NO tight bindery crack. Thus, judging from their web pages, one would be woefully misled about the actual product. They accepted this observation as well. I don't know if they fixed the web page; haven't checked. 18 of 25 people found the following review helpful. Atlas with a huge crack By MapLover This atlas is a major disappointment. I received it as a gift and was very excited to start avidly pouring over the satellite images and maps. I have enjoyed other books by this publisher. Not only is this atlas unwieldy (many of the maps require that this huge book be turned sideways to properly view) but the crack down the center swallows up big chunks of the image, rendering the cartography all but useless. It seems that with a little advance planning and forethought the maps could have been oriented in such a way so that the information was legible. I guess I will attach legs and use it as a 'book coffee table.'

A revised edition of the Millennium World Atlas, this comprehensive reference guide is a great value. Combining current satellite imagery with DK's unique mapping technology, the Great World Atlas is a magnificent portrait of the Earth. Packed with detailed information on industry, communications, agriculture, and natural resources, this invaluable reference contains over 96 large-scale regional maps, 200 terrain models, and 750 full-color photographs, this is an invaluable reference for the home or office.