



Chiselbury Publishing

Erroll

The Extraordinary Life of Erroll Prior-Palmer

Simon Prior-Palmer

Description

Soldier. Reformer. Industrial pioneer.

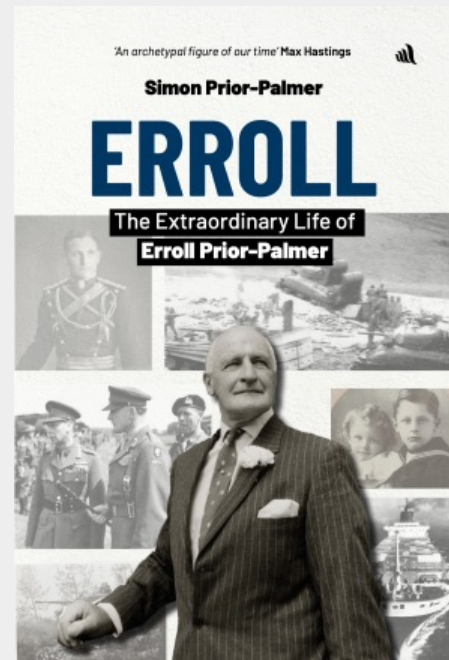
Erroll Prior-Palmer was one of the few men to reach the highest levels of both the British Army and British industry. A brilliant but unconventional leader, he combined battlefield command with a restless appetite for innovation that would later reshape global trade.

Born in 1903 and marked early by adversity, Erroll overcame severe dyslexia and a brutal schooling to pass out top at Sandhurst, uniquely winning both the Sword of Honour and the Saddle of Honour. In war, he proved a formidable commander, leading from the front in Normandy and beyond. As a brigadier, he commanded the swimming tanks that landed on Sword Beach on D-Day, then took the 8th Armoured Brigade through every major battle to the end of the war in Europe.

Forced to leave the army after a near-fatal polo accident, Erroll began a second career that would eclipse even his military achievements. Recruited into a struggling shipping empire, he engineered a dramatic turnaround before leading one of the most significant industrial revolutions of the twentieth century: the shift to containerisation. As founding chief executive of Overseas Containers Limited, he drove the creation of the world's first trans-oceanic container route, overcoming political resistance, industrial unrest and immense financial risk.

A man of contradictions, shaped by privilege, hardship and unrelenting drive, Erroll's life spanned war, empire, and technological transformation. This is the story of a leader who refused to accept limits, and in doing so helped change the modern world.

Advance Information



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Thema

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