Publisher Profile-The McGraw-Hill Companies

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Publisher's Profile

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The McGraw-Hill Companies, Inc., Professional Book Group
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ISBN Prefix: 0-07

Officers:
Joseph L. Dionne, President and Chief Executive Officer, The McGraw-Hill Companies, Inc.
Peter Jovanovich, President, Educational & Professional Publishing Group
Robert P. McGraw, Executive Vice President, Educational & Professional Publishing Group
Theodore C. Nardin, Group Vice President, Professional Book Group

Number of employees: 350+ in publishing operations at the Professional Book Group; For the corporation: 15,500 worldwide
Estimated number of books to be published by the Professional Book Group in 1996: 700

The McGraw Publishing Company was founded as a magazine publisher by James H. McGraw in 1899. Its first handbook, Standard Handbook for Electrical Engineers, was introduced in 1907. The Hill Publishing Company was founded also as a magazine publisher, by John A. Hill in 1902. The two joined forces in 1909 to form a book company, tossing a coin to determine whose name appeared first on the door. The companies merged all operations in 1917, following the death of John A. Hill, to form the McGraw-Hill Company. Today, the McGraw-Hill Companies is actually 116 companies, including such diverse organizations as Standard & Poor's, F.W. Dodge, Shepard's McGraw-Hill, DRI and magazines such as Business Week, BYTE, Chemical Engineering and Aviation Week, in addition to the book publishing operations.

The Professional Book Group serves the professional, reference and education markets through books, software and home-study materials. It is comprised of:

Medical Publishing Group, which includes Health Professions.


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limited to a fixed number of volumes; 3) inclusion of moving pictures and sound, which can complement and enrich printed text in ways still illustrations cannot; and 4) a price tag that is frequently much, much more affordable, i.e., multivolume print encyclopedias currently sell for between $600 and $1500, whereas the leading multimedia CD-ROM encyclopedias can be had for well under $100.

In 1996, three multimedia CD-ROM encyclopedias dominate the American market: Compton's Interactive Encyclopedia, Grolier Multimedia Encyclopedia, and Microsoft Encarta Multimedia Encyclopedia. Compton's, which has the distinction of being the first encyclopedia to include multimedia, was originally issued in 1989, followed by Grolier in 1992 and Encarta in 1993. Since that time, the Big Three have competed aggressively for top sales honors, with no clear winner yet crowned. As far as quality is concerned, Encarta (best interface and multimedia) tends to be the first choice of critics, followed by Grolier (best print content) and then Compton's (best text for youngsters). By way of documentation, see my article in Wilson Library Bulletin (May 1995, pp. 42+), which offers a detailed analysis of the three encyclopedias. More recently, three experienced librarians rated the encyclopedias in USA Today (November 1, 1995, p. 11D); two of the librarians "narrowly" chose Encarta as the best, one chose Grolier, and "all three experts found something they like and didn't like about each." Also, at the Charleston Conference this year I talked with Norm Desmarais, the reigning prince of CD-ROM reviewing in this country, and he volun-teered that these rankings — Encarta first, Grolier second, Compton's third — concur with his own assessments.

Yes, encyclopedias have come a long way since Diderot's day more than two centuries ago, when his celebrated set of books helped instigate the French Revolution. But from another perspective, present-day encyclopedias are not that much different from their forebears: they continue to be at the center of another revolution, the Information Revolution.