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## Publisher's Profile/ Greenwood Publishing Group

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# Publisher's Profile



Column Editor: **Mike Markwith** (The Faxon Company)

## **Greenwood Publishing Group, Inc.**

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### **Officers:**

Robert Hagelstein, President

Carole Bronson, VP Administration and Production and COO

James T. Sabin, Executive Vice President, Editorial

Patricia Riina, VP Finance

Nora F. Kisch, Director of Marketing

### **Vital Statistics:**

Imprints: Greenwood Press, Praeger Publishers, Quorum Books, Bergin & Garvey, Auburn House, GP Subscription Publications

In print titles: 12,050

Titles published 1992: 770

Journals 1992: 8

Although Greenwood Publishing group was founded in the 1960's as a reprint house, it is now one of the pre-eminent publishers of professional, reference and academic books and journals. While still distributing many of these previously reprinted titles, the company is no longer a reprint publisher. However, this beginning contributed to its library orientation. Today, Greenwood has a number of imprints, each with a particular mission and each dedicated to the needs of libraries, researchers, students, and professionals.

The original imprint, Greenwood Press, was established in 1967. Today it remains the imprint for GPG's reference books and in-series academic monographs. Greenwood's reprint expertise helped to foster a number of original, scholarly monograph series. The majority of these are under the leadership of a noted scholar or board of scholars. There are more than 140 series now being published; the largest and best known series include *Contributions in Political Science* (307 volumes to date), and *Contributions in American History* (147 volumes to date).

By the mid-1970's the company had both a viable backlist and the expertise to develop a wide range of specialized information tools in the social sciences and humanities. In addition to expanding the company's monographic series, Greenwood began to develop what has become one of the largest and most successful library reference programs to address the specialized needs of scholars and teachers. Within a few years, that program was firmly in place. A stream of major reference books was being published, and many of them were selected as *Choice* and *ALA Outstanding Reference Books*. The company had also established several bibliographic programs, providing access to the published literature. Today, Greenwood's reference program is the largest single component of the company's revenues.

Recognizing the same need for specialized information in business and law, a new imprint, Quorum Books, was initiated in 1979. Quorum Books has become a leading publisher of high-level professional information, with nearly 100 new titles currently being published annually. Libraries serving the professional communities throughout the world are among its customers.

In 1986 Greenwood bought the distinguished publishing house of Praeger Publishers from CBS Inc. This marked a quantum leap for the company into the ranks of serious trade and textbook publishing. Praeger was established in the 1950's by Fred Praeger as a publisher of important works on contemporary and international affairs. That mission continues today. Some 300 new titles are published each year.

In 1989 GPG acquired two other imprints to round out its formidable social science program, Bergin & Garvey and Auburn House. Bergin & Garvey specializes in books on anthropology and education, as well as trade books in childbirth and alternative lifestyles. Auburn House publishes books and advanced texts in health studies and social policy. With the acquisition of these two imprints, Greenwood Press changed its name to Greenwood Publishing Group.

Until recently, one missing component to GPG's programs was serving the needs of the subscription market. GPG published several newsletter type publications for the professional markets. Its relatively recent acquisition of the *Journal of Accounting, Auditing and Finance*, and *Bulletin of Bibliography* and its launch of the highly acclaimed *Multicultural Review* (named one of *Library Journal's* best of the year) marks the company's entry into periodical publishing.

All of GPG's programs have the needs of scholars and libraries in mind. All books are bound according to library specifications and are printed on acid-free paper (and have been for the past 20 years). The Press' marketing department brings its titles to the attention of libraries, reviewers, wholesalers, dealers, and ultimately the reader, primarily through direct mail. Backlist is prompted through its innovative "List on Disk" which is a personal computer disk with software providing access to the entire list of some 12,000 in print titles.

The press has no editorial axe to grind. One is as likely to find a well-argued conservative work on its list as a similarly well-argued liberal work — each on the same subject. The company recognizes that its primary mission is to be a conduit for scholarship and to serve the needs of the library community.