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Publisher's Profile / Blackwell Publishers

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Blackwell North America

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Publisher's Profile

Column Editor: **Matt Nauman** (Blackwell North America)

Blackwell Publishers

238 Main Street
Cambridge, MA 02142
Tel: (617) 547-7110
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ISBN Prefixes: 0-631; 1-55786; 0-7456; 0-85012; 1-85554; 0-86353

Head Office: Oxford, England

Officers

Rene Olivieri, Managing Director
Jeremy Soldevilla, Chief Operating Officer
Stephen Chambers, Editorial Director
Richard Henning, Senior Marketing Manager

Vital Statistics

Number of Employees: 23
1994 estimated number of books to be published: 225
In print titles: 1800

Blackwell Publishers is a leading publisher of books and journals in the social sciences, humanities, and business. Blackwell's publishing goes back to the early days of the Broad Street Bookshop in Oxford, which was opened in 1879. The business followed the tradition of booksellers who did some publishing. Most of the early books were annual volumes of Oxford poetry, including student contributors Robert Graves and W.H. Auden. In 1920 Blackwell took over Shakespeare Head Press and produced a series of reprints of English classics. Basil Blackwell, Ltd separated from the bookselling part of the firm in 1922 and concentrated on theology, social science, and philosophy.

A U.S. office was established in 1985 to serve the North American market. The company now publishes about 250 books per year. By 1993 the journals list comprised 130 titles, including *Econometrica*, *Philosophical Quarterly*, *Modern Theology*, *Annals of the Association of American Geographers*, and *The Yale Review*.

Recent market changes have led to an increased trend towards textbooks, business books, and an emphasis on covering an international market. Some of Blackwell's recent bestselling titles have included *Does God Play Dice?: The Mathematics of Chaos* by Ian Stewart, *Contemporary Strategy Analysis* by Robert Grant, *The History of Food* by Maguelonne Toussaint-Samat, *Hemingway: The Paris Years* by Michael Reynolds, *The Condition of Post-Modernity* by David Harvey, and *A Companion to Ethics* by Peter Singer. In the 1980s Blackwell published Nobel prize winners in economics such as Robert Solow, Theodore Schultz, Harry Markowitz, and Merton Miller. A unique series with four other European publishers called *The Making of Europe* was launched in 1993.

In recent years Blackwell has set up a joint venture with Polity Press (Cambridge, England). Aware of the challenges in the trend toward electronic forms of publishing, Blackwell has joined up with the National Computing Center (whose list of books is called NCC Blackwell), Legal Information Resources, and most recently, InfoSource Inc. of Orlando, Florida who produce computer-based software training material which Blackwell will help market. ☞