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ATG Interviews Khal Rudin, Director, Adam Matthew

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ATG Interviews Karen Phillips, Vice President, SAGE and Khal Rudin, Director, Adam Matthew

by **Tom Gilson** (Associate Editor, *Against the Grain*) <gilson@cofc.edu>

and **Katina Strauch** (Editor, *Against the Grain*) <kstrauch@comcast.net>

ATG: We were interested to learn of SAGE's purchase of Adam Matthew. How did the deal come about? Why did the deal make sense for SAGE? For Adam Matthew?

KP: At SAGE we publish high-quality materials for Higher Education teaching and research, and are actively developing our portfolio of digital products that contribute to this goal. With this in mind we decided to build a program of digital primary source collections and quickly identified Adam Matthew as a market leader with a high-quality program and excellent reputation that perfectly matched the publishing we were looking to do. Our relationship with Adam Matthew grew from January 2012 when we started representing them for sales in the Middle East. Through our early conversations with Adam Matthew, there was clear alignment, in terms of culture, business and publishing values, discussions of a more permanent partnership followed from there. This was a fantastic opportunity for SAGE to partner with an experienced primary sources publisher and for us to offer them the opportunity to grow that business with full confidence that they would have a partner that shared their values.

KR: We have grown our product portfolio rapidly over the last five years and demand for our primary resource collections has increased significantly. As a small company, ensuring that you correctly support these global markets can be challenging. Thinking strategically for the future, we were looking for a partner to help support us in our outreach and our growth within new markets, and SAGE's global reach with sales and marketing teams around the world provided this perfectly. We also have ambitious plans for the expansion of our product portfolio and in SAGE we found the perfect partner to grow Adam Matthew and invest when exciting new editorial opportunities arise. Importantly SAGE also agreed that it was important to let us continue to operate independently with the same management team and staff.

ATG: Most of our readers have heard of SAGE but may not be aware of many of the company's publishing efforts. Karen, can you fill us in?

KP: SAGE is largely known and recognized as one of the leading independent academic publishers. Over our near 50-year history we have developed an incredibly strong publishing program within the social sciences and a growing program in engineering and

medicine, even more so with our recent acquisition of the Royal Society of Medicine's journals. We work in partnership with some of the world's leading scholarly societies across our portfolio of 700+ journals.

We have developed and launched products for scholarship and education across all areas of the social sciences. This includes a wide textbook and reference program, journals, and most recently online products for the library market. These include SAGE Knowledge — our online social science library, and SAGE Research Methods — our online research methods tool for the social and behavioral sciences. We also launched State Stats in 2012 — a new database from CQ Press that provides comprehensive data coverage of each state including health care, crime, education, and more. As part of our wider commitment to the advancement of scholarly and educational knowledge in society we have also launched several community projects for social scientists and researchers including networks and blogs (*socialsciencespace.com* and *methodspace.com*) and most recently a podcast series, "Social Science Bites."

ATG: How about Adam Matthew? Khal, can you give us a little background? What collection areas are strengths for Adam Matthew? What else should our readers know about Adam Matthew?

KR: David Tyler, Bill Pidduck, and I started Adam Matthew Digital in January 2007 (Adam Matthew has been publishing source material since 1990) with the aim of producing a varied portfolio of online primary source collections for the humanities and social sciences. When I joined Adam Matthew (in 2002), David and Bill had already developed fantastic relationships with leading archives around the world. We have continued to nurture and expand these partnerships ever since. Adam Matthew is now an award-winning online publisher, but the same values and drivers that have defined us as a business since 1990 remain: editorial integrity, a passion for unique and interesting content, good relationships with the academic community, and long-term global partnerships.

Many people often recognize Adam Matthew from some of our first digitization projects, such as the *Mass Observation* project from the University of Sussex or *Empire Online*, but our range of collections is now extremely varied. Some of our other collections include, *Global Commodities*, *Eighteenth Century Journals*, *Slavery Abolition and Social Justice*, and *Victorian Popular Culture*. Our new titles available in 2013 include *China, America and the Pacific*, and *American Indian Histories and Cultures* from the Newberry Library in Chicago, built so that it will be cross searchable with our *American West* collection.

ATG: What benefits can customers expect now that Adam Matthew is part of the SAGE Group? How will collection offerings change, if at all? Are service enhancements in the works? Will customers see pricing changes?

KP: Our product fit and our strongly aligned brand values make this an exciting opportunity. SAGE's sales presence internationally will enable the further dissemination of Adam Matthew products into new markets. There is a great appetite for their products, and this relationship will support that. Adam Matthew will continue to operate as an individual company within the SAGE group. Both SAGE and Adam Matthew strongly believe in high quality and integrity, and with SAGE's commitment to long-term independence will enable Adam Matthew to maintain its approach to creative, high-value product development.

KR: Our commitment to excellent customer service remains, and with global support from SAGE we will be even better placed to

help new and existing customers. This partnership will not change our collection offerings, but will enhance our ability to digitize more primary source collections. It is extremely important to us that our collections are set at a price that enables access for institutions ranging in size and funding from small colleges to large universities.

ATG: Discoverability is always an issue. In what ways will you be enhancing the discoverability of both Adam Matthew collections as well as other SAGE collections? Are

you looking at new ways to integrate with web-scale library discovery systems and database providers? What investments are you making in metadata production and delivery?

KR: We invest a lot of time categorizing and adding associated search terms that will aid researchers discover texts that are

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not transcribed, are rare manuscripts, or are printed materials that use place names and languages that are no longer in common use, for example.

We have agreements in place with **Ex Libris**, **EBSCOhost**, **Summon**, and **OCLC** to support the enhanced discoverability of our resources. In addition to this we also have our own federated search feature, **Archive Explorer**, which is open to everyone via our company Website. From here you can search across all our collections and then if a user has access they can link directly to the documents.

ATG: *We understand that Adam Matthew will continue to operate under its existing management. That implies similar corporate cultures, but there are bound to be some differences. What changes will we see down the road?*

KP: As with any company there will be differences in working practices, but at the core both **SAGE** and **Adam Matthew** are closely aligned in our business values and publishing goals. There are no plans to merge **Adam Matthew** into **SAGE**, or to change existing relationships between **Adam Matthew** and its partners. **SAGE** is committed to maintaining the distinctive brand that the **Adam Matthew** team has developed.

KR: An acquisition should not be about changing who you are, but rather finding a company to support your long-term goals. As a smaller company with an established reputation, it was important for us to maintain our brand recognition when we were acquired. **SAGE** recognized and respected our distinctive brand, and in **SAGE** we found a strong product fit. At **Adam Matthew** we have the same management team in place who will continue to run **Adam Matthew** as an independent subsidiary of **SAGE**. We see both companies mutually benefiting from our individual strengths: **SAGE** from **Adam Matthew's** expertise and **Adam Matthew** from **SAGE's** global and financial support.

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against the grain
publisher profile



SAGE

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SAGE COMPANIES INCLUDE: **Adam Matthew** is an award-winning publisher of digital primary source collections for the humanities and social sciences. Sourced from leading libraries and archives around the world, their unique research and teaching collections cover a wide range of subject areas from medieval family life to 20th-century history, literature, and culture.

Learning Matters is a leading publisher of market focused books for academic professional and vocational courses in education, social work, nursing, and health. **Learning Matters** is an imprint of **SAGE** in the UK.

Corwin was established in 1990 as an affiliate of **SAGE** in Thousand Oaks, California, to provide solutions for PreK-12 educators. **Corwin Press** books range from very practical, experience-based resources to more reflective or research-based books, and are written for a diverse set of professionals — school principals, administrators, specialists, teachers, counselors, consultants, teacher educators, and collegiate-level students.

CQ Press is a leading publisher of books, directories, research publications, and Web products on U.S. government, world affairs, and communication. Its **College Publishing Group** produces an authoritative list of textbooks on political science and mass communications. The **Reference Information Group** provides reference and business information to libraries and professional markets, with a growing focus on digital content and delivery. **CQ Press'** content is known for its objectivity, breadth and depth of coverage, and high standards of editorial excellence.

VITAL INFORMATION: **SAGE** is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, **SAGE** has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology, and medicine. **SAGE** publishes over 800 books and works in partnership with some of the world's leading scholarly societies across our portfolio of 700+ journals.

KEY PRODUCTS: **SAGE** has developed and launched products for scholarship and education across all areas of the social sciences. This includes a wide textbook and reference program, journals, and online products for the library market. These include: **SAGE Knowledge** — the online social science library for students, researchers, and faculty. Hosting more than 2,750 titles, it includes an expansive range of **SAGE** eBook and eReference content, including scholarly monographs, reference works, handbooks, professional development titles, and more.

SAGE Navigator — launched in April 2013, the social sciences literature review tool hosted on **SAGE Knowledge**. Covering almost 300 topics, each introduced by an internationally renowned academic, it guides users through the seminal literature, while interactive features provide a new perspective to the field.

SAGE Research Methods — our online research methods resource, **SAGE Research Methods** links more than 175,000 pages of **SAGE's** renowned book, journal, and reference content with truly advanced search and discovery tools.

NUMBER OF EMPLOYEES: Over 1,200 globally.

ADDITIONAL ITEMS OF INTEREST TO ATG READERS: **SAGE** is developing products to ensure that we correctly support the changing online and mobile/digital pedagogy needs of our scholarly community. Since launching our first eBook platform, **SAGE Reference Online**, in 2007, and our second eBook platform, **SAGE Knowledge**, in 2012, we have expanded our direct supply of eBooks to include over 5,000 titles. We've added more resources and increased interactivity with our eBook titles such as the inclusion of **SAGE's** MobileStudy to the fourth edition of **Andy Field's** *Discovering Statistics with SPSS*, which uses QR codes enabling smartphone and tablet users to instantly scan and access additional study and revision material.

Increasingly, **SAGE** is now moving beyond eBook format for learning materials and developing online course content which is not rigidly tied to an original print version. 🌱

ATG: *As the relationship matures what impacts do you expect SAGE to have on Adam Matthew? What about Adam Matthew's impacts on SAGE?*

KP: This is a fantastic opportunity for SAGE to learn from Adam Matthew's experience in providing primary source products for the library market. We now have a governance board consisting of both senior SAGE and Adam Matthew executives which enables us to learn from each other and in turn ensure we continue to offer products and services that support scholarship and education.

ATG: *What about in the longer term? Where do you see the SAGE and Adam Matthew in five years? What would be the key elements of a strategic plan to get there?*

KR: As a smaller company we have been well placed to adapt quickly to the changing nature of our publishing markets, and the next five years will undoubtedly see continued change, both technically and driven by user demand. A key drive for us all is to ensure that we continue to stay ahead of this curve as much as possible by continuing to work well as a management team and by using the expertise of our global partners. The next five years will be about ensuring that we continue to provide quality, unique collections from leading archives and libraries, and that we utilize the most appropriate technologies to make the material available and enhance the user experience.

KP: As Khal has stated, with changes in the market, the focus over the immediate and longer-term future will be to continue to be trusted joint partners for the library community, publishing and providing access to high quality research material and supporting their needs with digital material. Maintaining an open dialogue, both internally and with our library communities, will be a key focus. Over the imminent and longer-term future, SAGE and Adam Matthew will mutually help each other to grow, supporting each other in expertise and international reach as we continue to service our research communities.

ATG: *Khal, you mention using the expertise of your global partners. Which specific partners are you referring to? What expertise do they contribute? We'd love a scoop. Are you working on any new partnership deals that you can tell us about? What about for SAGE? Are there any additional plans to add to the family, so to speak?*

KR: Our global partners include everything from scanning companies to designers, and video and film creators to MARC record producers. All partners are key to the development of our collections and it would be unfair to single out individuals — they're all vital!

KP: As an independent business, SAGE will continue to look to the future, with growth through new launches such as SAGE Research Methods, through strategic acquisitions as with Adam Matthew, or through partnerships. This year we expect to see more digital partnerships

against the grain publisher profile

AM Adam Matthew
A SAGE company

Adam Matthew

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AFFILIATED COMPANIES: Adam Matthew is an independent subsidiary of SAGE (www.sagepub.com)

DIRECTORS: David Tyler, William Pidduck, Khal Rudin, Ziyad Marar, Katharine Jackson, Stephen Barr, Karen Phillips, and Blaise Sim-qu.

ASSOCIATION MEMBERSHIPS: American Libraries Association (ALA), and Canadian Libraries Association (CLA).

KEY PRODUCTS AND SERVICES: Digital Primary Source Archives for the Humanities and Social Sciences. Adam Matthew publishes between eight and ten new digital collections each year. Currently we offer 52 digital titles. We also offer a backlist of more than 600 individual microfilm titles.

CORE MARKETS/CLIENTELE: University, College and Public Libraries.

NUMBER OF EMPLOYEES: 37

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: Adam Matthew has published unique primary source collections from archives around the world since 1990. Our passion is to collaborate with leading libraries and academics to produce powerful research and dynamic teaching collections for universities, colleges, and libraries. Our award-winning collections span the social sciences and humanities and cover over five centuries of primary collections from around the world. We have a large portfolio of collections with products ranging from "Medieval Travel Writing" to "Global Commodities" to "China, America, and the Pacific." We have offices in the UK and USA.

ADDITIONAL ITEMS OF INTEREST TO ATG READERS: New collections to be released soon include: *China, America, and the Pacific*, *American Indian Histories and Cultures*, and *The First World War: Propaganda and Recruitment*. 🌳

develop that support the dissemination of teaching and research, but you will have to watch this space for more on that!

ATG: *You have been pretty vague about new content initiatives that may be in the works. Can you give us anything to look forward to?*

KR: See new collections listed in "Additional Items of Interest" above. Our collections are increasingly incorporating video and audio content, such as *Moving Pictures*, *Optical Entertainments and the Advent of Cinema*, which launched in 2012 — the latest addition to the *Victorian Popular Culture Portal*. In a prestigious collaboration between the **British Film Institute** (BFI National Archive) and Adam Matthew, we included video clips of original archive footage from the earliest days of cinema. Our editorial team worked closely with the BFI to select a range of footage, allowing users to examine the various uses that film was employed for in the earliest days of its invention. In *The First World War: Personal Experiences* we offer extraordinary oral histories of veterans and those who lived through the First World War, selected and sourced from the **Imperial War Museum**, London.

KP: See above for SAGE's recent launches: These include SAGE Knowledge — our

online social science library, and SAGE Research Methods — our online research methods tool for the social and behavioral sciences. In 2013 we will shortly be announcing the launch of an enhancement to SAGE Knowledge — SAGE Navigator the essential social sciences literature review tool. Hosted on SAGE Knowledge, SAGE Navigator provides students, faculty and researchers with access to the resources they need to kick start their literature search and review.

ATG: *We've spent a lot of time talking about business but our readers are always interested the personal side too. What do you like to do for fun? Are there particular activities or hobbies you enjoy pursuing? Aside from Charleston, what is the most interesting place you've visited in the last year?*

KR: I'm extremely lucky in that I really enjoy my job and I get to travel around the world as part of my role. In the last six months I've been to the U.S., Canada, Japan, Thailand, Hong Kong, Australia and Singapore and I am looking forward to going to India for the first time in April. I will meet with the SAGE team in New Delhi and plan to spend some time looking in some archives for potential future projects! I have two young children, Verity

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and **Zach**, and so much of my “free” time is spent having fun with them. My wife **Zoë** and I support the Cheltenham Festivals and we’re looking forward to the Jazz Festival in May where we’ll see many established and new musicians including **Van Morrison**, **Laura Mvula**, and **Jamie Cullum**. If time allows I also like to go and watch my football team, Arsenal; I know that **Karen** also shares this interest although it’s rather painful watching them play at the moment!

KP: As **Khal** says, we both support and follow the Arsenal football team. I live in Highbury (in London) within a mile of Arsenal’s Emirates Stadium, and for me football matches are both an opportunity to see live sport, but also keep in touch with family and friends on their way to or from the games. I’m also a great fan of dance and my favourite venue for this is also local; Saddlers Wells is a great venue for contemporary dance (I’m particularly fond of **Matthew Bourne** and **Ballet Rambert**).

Travel over the last year has all been for work, and continuing with the theme of the local, for once I took my holiday as a “staycation” in London, which has to be one of the most interesting places I’ve been to! I recommend London city walks, with long lunch breaks, and a good café stop to end the day off. 🍷

Editor’s Note: Be sure to read Khal’s personal profile in this issue, page 62. — KS

Rumors from page 49

Speaking of the **Charleston Conference 2013**, it’s coming up! We just posted the call for papers yesterday — April 15! Here is the link! <http://www.katina.info/conference/callforpapers.php>

Heard from the full-of-ideas **Audrey Powers** <apowers@usf.edu> who is working on a pre-conference and also guest editing the November issue of *Against the Grain*. She says she needs to get most of this done before August because they are going to **Martha’s Vineyard** to celebrate **Audrey’s** son’s wedding to a wonderful Chinese woman. **Audrey’s** son (is his name **Austin**, I think I remember?) and his wife-to-be live in Beijing and are coming here with a whole group of Chinese family and friends.

Most of you have renewed your subscriptions to *Against the Grain*! Thanks!! If you haven’t renewed yet, please do so! **Leah Hinds**, **Tom Gilson**, and I have been working with **Charles Watkinson** and **Purdue University Press** on a plan to digitize back issues of *Against the Grain*! Stay tuned for an announcement hopefully at the **2013 Charleston Conference**!

Speaking of April 15, a bit of trivia. Did you know that it was April 15, 1912, when the **Titanic** went down. Most expensive tickets for the voyage were capped at \$4,350, equivalent to \$100,000 in today’s currency. Read more at <http://us2.campaign-archive2.com/?u=8be778c42e715e178d4dca04e&id=d4c-4d5aa2f&e=0e94078f7c>.

Most of us know about the recent purchase of **Mendeley** by **Elsevier**. **Elsevier** was one of our

against the grain people profile

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Karen Phillips

BORN AND LIVED: Born in London 1962, lived in Buckinghamshire for most of my childhood and then London for the last 28 years

PROFESSIONAL CAREER AND ACTIVITIES: I have worked at **SAGE** for 28 years, it was my first job after university, so my entire publishing career. I have worked in marketing and editorial, across our books and journals programs and more recently have focused on developing our online products for the library market.

FAMILY: I have a partner who is MD of an IT company, which develops software for the travel industry, and two wonderful children, who are now young adults (aged 18 and 20).

IN MY SPARE TIME: I try to enjoy time with friends and family.

FAVORITE BOOKS: *To Kill a Mocking Bird*, *God of Small Things*, *We Need to Talk About Kevin*.

PHILOSOPHY: I’m taken by **Rawls’s** “Theory of Justice” as a pretty sound philosophy.

MOST MEMORABLE CAREER ACHIEVEMENT: Being promoted to Editorial Director at **SAGE** was a big moment in my career, it felt like the culmination of years of solid achievements in our publishing, and represented a big shift in my responsibilities.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: The growth of **SAGE’s** online products to the point where they represent the largest source of growth for **SAGE**.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: The pace of change has really accelerated in Higher Education publishing for both the teaching and research resources. In terms of teaching resources for the college market, alongside our textbooks we’ve seen an increase over many years of learning materials online, more recently with the increase in online assessment and video materials, and over the last year the launch of MOOCs. In the next five years, I think we will be developing even more effective pedagogic resources for a blended learning experience for students.

One of the significant changes for publishing in the next five years will be the increasing purchase of student textbooks at the institutional level. This is already the established model for the Career Colleges in the U.S., and we are also seeing early signs of this in the UK market in response to the threefold increase in student tuition fees. A more centralized textbook purchase model will increasingly be focused on e-versions of texts.

In terms of the future of publishing for researchers, I think the library will continue to be our primary partner for the foreseeable future, despite significant growth of open access publishing. In five years, I would expect a mixed economy of traditional and open access journals, with an overall growth in the amount of research published reflecting the global growth in research funding and publishing. Open access publishing will be a major area of growth for both STM and social science publishers, but much of the next five years will be focused on challenges here as we struggle to work out a sustainable publishing model, and researchers and research funders adapt to the changing demands and different choices that present themselves.

The libraries will not only be a key partner for the dissemination of research via traditional journals but resilient partners in collections development through good quality reference materials (increasingly delivered online), and increasingly being the point of access to growing suites of digital products, such as data products, video collections, and primary source collections.

Please note though, it’s easy to explain change in retrospect, but not so easy to predict in advance. 🍷

Rumors last month when there was news of the purchase of **Knovel**. Now, the Web has been abuzz. According to **Scholarly Kitchen**, an interview with Co-founder **Victor Henning** by **Andy Tattersall**, and **TechCrunch**, the price was something in the neighborhood of \$69-100 million. Not bad for a social tool, reference manager, and PDF organizer, among other things! Whoopee!

<http://bluesyemre.com/2013/04/16/the-story-behind-the-elsevier-purchase-of-mendeley-interview-with-co-founder-victor-henning-by-andy-tattersall/>

[Scholarlykitchen.sspnet.org/2013/04/08/a-matter-of-perspective-elsevier-acquires-mendeley-or-mendeley-sells-itself-to-elsevier/](http://www.scholarlykitchen.sspnet.org/2013/04/08/a-matter-of-perspective-elsevier-acquires-mendeley-or-mendeley-sells-itself-to-elsevier/)
<http://blog.mendeley.com/tag/mendeley-and-elsevier-faq/>

And read all about the “three tech-savvy rebel scholars” who founded **Mendeley** in 2008. “When the Rebel Alliance Sells Out,” at <http://www.newyorker.com/online/blogs/elements/2013/04/elsevier-mendeley-journals-science-software.html>.

Sorry we did not make it to the **London Book Fair**
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