April 2013

Publisher Profile-Adam Matthew

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Recommended Citation

(2013) "Publisher Profile-Adam Matthew," *Against the Grain*: Vol. 25: Iss. 2, Article 28.

DOI: <https://doi.org/10.7771/2380-176X.6487>

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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

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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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