

CONTENTS

<i>List of Colour Plates</i>	xvi
<i>List of Figures</i>	xvii
<i>List of Maps</i>	xxiv
<i>List of Tables and Graphs</i>	xxv
<i>List of Abbreviations</i>	xxvi
<i>List of Contributors</i>	xxix
<i>Maps</i>	xxxiii
1. Repositioning Oxford University Press, 1970–2004	3
<i>Keith Robbins</i>	
PART I The Business of a University Press	
2. The Waldock Report and After, 1970–1974	37
<i>C. S. Nicholls</i>	
3. Business Performance 1975–2004	53
<i>Howard Cox and Daniel Raff</i>	
4. The Press and the Wider University	85
<i>Lawrence Goldman</i>	
5. Changing Focus, 1973–1989	115
Moving the London Business to Oxford	115
<i>Adrian Bullock</i>	
Distribution: Neasden to Corby, 1970–1985	126
<i>Dawn D'Arcy Nell</i>	
The Closure of the Printing House	136
<i>Angus Phillips</i>	
6. Sales and Marketing	159
<i>Simon Wratten</i>	
7. Technology	179
<i>Paul Luna</i>	
8. Design	205
<i>Paul Luna</i>	

9. Working Life in Oxford <i>Nick Wilson</i>	219
10. Architecture, Building Designs, and Jericho <i>William Whyte</i>	255

PART II Publications

11. Academic Publishing <i>Andrew Schuller</i>	269
12. Trade Publishing <i>Angus Phillips</i>	333
13. UK Schoolbook Publishing <i>Simon Catling</i>	353
14. Dictionaries and Reference <i>Elizabeth Knowles</i>	383
15. Journals <i>Martin Richardson</i>	425
16. Music Publishing, Bibles, and Hymnals <i>Simon Wright</i>	449
17. The Poetry Question <i>Roy Foster</i>	469

PART III Publishing Worldwide

18. English Language Teaching <i>Dawn D'Arcy Nell</i>	481
19. OUP España <i>Martin Richardson</i>	511
20. New York <i>Thorin Tritter</i>	523
21. Australia, Canada, and New Zealand <i>Thorin Tritter</i>	565
22. East Asia <i>Atalanta Myerson</i>	591
23. India <i>Padmini Ray Murray</i>	621
24. Pakistan <i>Ali Raza</i>	637

25. Africa	653
<i>Dawn D'Arcy Nell</i>	

Conclusion	689
<i>Keith Robbins</i>	

APPENDICES

I. Chronology, 1970–2004	703
II. Delegates of the Press, 1970–2004	709
III. Officers of the University of Oxford, 1970–2004	713

<i>Archival Overview</i>	715
<i>Index</i>	717