

A Passion for Publishing

History of John Wiley & Sons, Inc.

The Early Years

- 1807** Charles Wiley (Figure 1) opens small printing shop in Manhattan, New York City.
- 1814** Wiley becomes a publisher and within five years begins to produce works by New York City's literary set, notably Fitz-Greene Halleck, Washington Irving, and James Fenimore Cooper.
- 1826** John Wiley heads family business following his father's death, launching a 65-year career in publishing.
- 1836** George Palmer Putman becomes junior partner, a relationship that leads to the publication of outstanding contemporary writers on both sides of the Atlantic. Together they achieve prominence publishing such works as Herman Melville's *Typee: A Peep at Polynesian Life*, Edgar Allan Poe's *The Raven*, and Nathaniel Hawthorne's *Mosses from an Old Manse*. They published the works of European writers such as Hans Christian Andersen, Victor Hugo, Charles Dickens, and Elizabeth Barrett Browning.

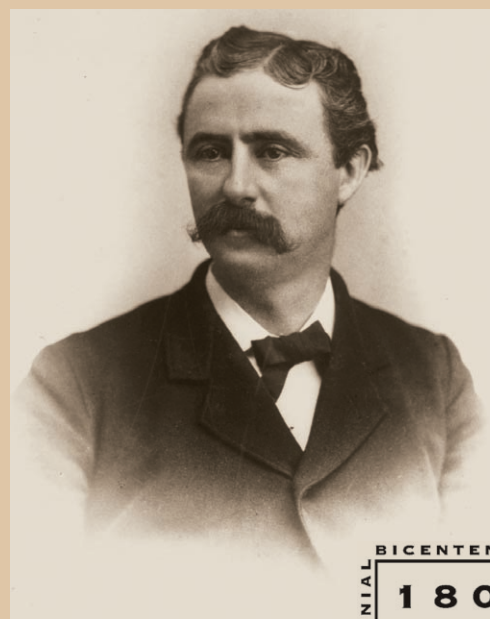


Figure 1. Charles Wiley.



Changing Course

- 1848** Wiley & Putnam end their association. John Wiley broadens the company's publishing to include works on art, religion, architecture, agriculture, science, and technology.
- 1849** Wiley publishes the first volume by art critic John Ruskin.
- 1865** John's son Charles joins the firm to form John Wiley & Son.
- 1876** William Halsted Wiley, another son of John, enters the business, creating John Wiley & Sons.
- 1880** The handbook *Field Engineering* by Williams Searles is published, evidence of William Halsted Wiley's enthusiasm for engineering, railroads, and construction, marking a shift away from general-interest books and the marketing policies of his father. Wiley continues to expand into new fields, including electrical, civil and mechanical engineering, architecture, construction, agriculture, and chemistry (Figure 2).
- 1890** William O. Wiley, eldest son of Charles joins the company as Secretary. He is the first member of the fourth generation to work at Wiley.
- 1891** John Wiley dies at age 82. William Halsted Wiley becomes the new head of the company.
- 1914** Edward Hamilton, nephew of William H. and Charles, joins the company.
- 1925** William O. Wiley, eldest son of Charles, succeeds to the presidency after the death of William Halsted Wiley.
- 1929** Sales top \$1 million. Meanwhile, William O. Wiley begins to emphasize fields other than engineering and science. Wiley branches out into social sciences and business management publishing.
- 1932** W. Bradford Wiley becomes the fifth generation to work at Wiley.
- 1941** Edward P. Hamilton, a nephew of William Halstead Wiley and Charles Wiley, succeeds William O. Wiley as President. Staff numbers about ninety, including a dozen travellers, a precursor of Sales Representatives today. Travellers canvassed colleges and universities in search of course adoptions for existing titles and manuscript submissions. Sales pass \$2 million mark, a new record.

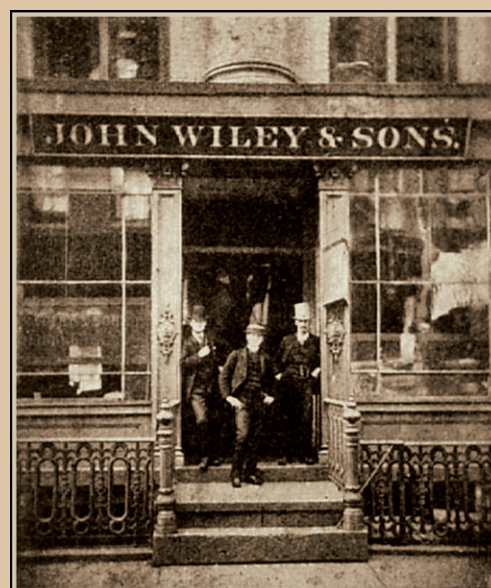


Figure 2. Photo of John Wiley & Sons entrance (1880).

Building a Modern Corporation



- 1956** W. Bradford Wiley, age 46, succeeds Hamilton as President.
- 1957** Wiley marks 150th anniversary.
- 1960** Wiley opens its first international subsidiary in London.
- 1962** First public sale of company stock.
- 1963** Wiley opens Wiley Australasia in Sydney.
- 1965** Sales top \$20 million and three years later reach \$30 million as operations expand to Mexico, South America, Australia, and Japan.
- 1968** W. Bradford Wiley's daughter, Deborah, the sixth generation involved in the family business, joins the company. Wiley opens Canadian office in Toronto.
- 1971** Andrew H. Neilly becomes President and Chief Operating Officer of John Wiley & Sons. W. Bradford Wiley becomes Chairman, continuing as Chief Executive Officer.
- 1978** Publishing activities are realigned into four major groups: professional, educational, international, and medical.
- 1979** Andrew Neilly's responsibilities increase as he becomes Chief Executive Officer, continuing as Chief Operating Officer. Bradford Wiley II, son of W. Bradford, joins the company's Board of Directors.
- 1982** Wiley celebrates 175 years of publishing and expanded beyond its traditional businesses into the area of business education and training with the acquisition of Wilson Learning Corporation.
- 1984** Peter Booth Wiley, son of W. Bradford Wiley joins the company's Board of Directors.
- 1985** The Business, Law, and General book division (later renamed the Professional/Trade publishing division, as it is known today) is founded.
- 1988** Ruth McMullin succeeds Andrew Neilly as President and Chief Executive Officer.
- 1989** Wiley significantly expands its scientific, technical, and medical publishing program with the acquisition of Alan R. Liss, Inc., a leading publisher of journals and books in the life sciences.
- 1990** Charles R. Ellis succeeds Ruth McMullin as President and Chief Executive Officer.
- 1993** Brad Wiley II succeeds his father as Chairman of the Board.

Planning, Expansion, and Property

- 1995** Wiley first establishes <http://www.wiley.com/> the company's Web site. It continues to evolve providing access to Wiley products and services, such as Wiley InterScience.

- 1996** Wiley acquires a 90% interest in VCH, an important scientific, technical, and professional publisher based in Weinheim (Figure 3). VCH, founded in 1921, is one of the leading technical publishers in Germany with an emphasis on science. For several years, technical and specialist information in print and electronic form, for professionals and experts, has been a major focus. VCH has a longstanding publishing partnership with the German Chemical Society, and the acquisition of the VCH Group, which now includes Ernst & Sohn, Verlag Helvetica Chimica Acta, and GIT Verlag, further strengthens Wiley's leadership in these markets.



Figure 3. Photo of Wiley-VCH entrance.

- 1997** Wiley acquires Van Nostrand Reinhold (VNR), an eminent publishing imprint of books and electronic products for professionals in architecture/design, environmental/industrial science, culinary arts/hospitality, and business technology.
- 1998** William J. Pesce (Figure 4) is named President and Chief Executive Officer, becoming the tenth leader of the company. Pesce contributes significantly to the growth and profitability of the company's global publishing program. Wiley is selected as one of the "most respected companies" with "a strong and well thought out strategy," by the *Financial Times* in a global survey of Chief Executive Officers.
- 1999** Wiley commercially launches Wiley InterScience (<http://www.interscience.wiley.com/>) which provides online access to journals, major reference works, and books, as well as such key resources as the Cochrane Library of evidence-based medicine databases. Later Wiley will undertake an initiative to digitize all its journal backfile holdings. When completed Wiley InterScience will be one of the largest archives of its kind with content dating back to 1799, and over 1.6 million articles of scholarly and scientific research.
- 1999** Wiley acquires Pearson Education's college textbooks and instructional packages in biology/anatomy and physiology; engineering; mathematics; economics/finance; and teacher education; the San Francisco-based Jossey-Bass, a publisher of books and journals for professionals and executives in business, psychology, education, and health management; and the J. K. Lasser tax and financial guides to enhance its already strong presence in the financial planning market.
- 2001** Wiley acquires Hungry Minds, Inc., the largest acquisition in the company's history to date. Through it, a portfolio of high profile brands came under the umbrella, including the *For Dummies* series, the *Webster's New World*TM dictionaries and *CliffsNotes*TM study guides, the *Frommer's*TM travel guides, and the *Betty Crocker*[®] and *Weight Watchers*[®] cookbooks.
- 2002** Peter Booth Wiley (Figure 4) installed as Chairman, succeeding Brad, who continues to serve as a Board member. Wiley relocates its global headquarters from New York City to a new building on the waterfront in Hoboken, New Jersey.
- 2003** *Working Mother* magazine lists Wiley as one of the "100 Best Companies for Working Mothers". The company also receives the Enterprise Award from the New Jersey Business & Industry Association in recognition of the contribution to the state's economic growth.
- 2005** FORTUNE magazine names Wiley one of the "100 Best Companies to Work For." Wiley receives this distinction for the second consecutive year in 2006.
- 2006** Wiley acquires outstanding shares of Wiley Dreamtech (India) Private Ltd., and renames it, Wiley India Private Ltd. The acquisition enables Wiley to strengthen its presence in India. Wiley Canada is named to Canadian Business magazine's 2006 list of "100 Best Workplaces in Canada," and Wiley Australia receives the Australian governments' "Employer of Choice for Women" citation as it has every year since its inception in 2001. Wiley reaches a significant milestone in fiscal year 2006 and reports revenue of \$1 billion. Wiley acquires Blackwell Publishing (Holdings) Ltd., one of the world's foremost academic and professional publishers. The combined Wiley and Blackwell business will publish approximately 1,250 scholarly peer-reviewed journals as well as an extensive collection of books with global appeal.
- 2007** Wiley celebrates 200 years of publishing.

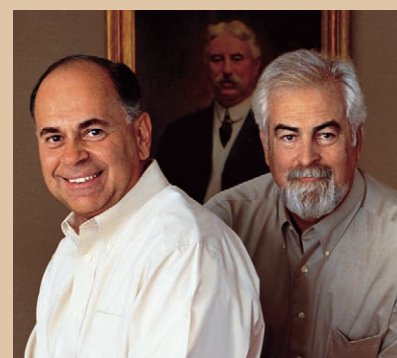


Figure 4. William J. Pesce, William H. Wiley (picture), and Peter Booth Wiley.