Annual Report
Of the Delegates of the University Press 2009/2010
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This is my first foreword to an Annual Report of the Delegates of the University Press. Since becoming Vice Chancellor in October 2009, I have been getting to know the many varied parts of the University including the Press. Through my role as the Chairman of the Delegates and through visiting several of the Press’s branch offices around the world, I have been able to see first hand how richly the Press advances the University’s mission: the commitment to academic excellence; the dissemination of knowledge; the support of learning by all sorts of people; and tremendous international reach. I am particularly struck by some of the numbers that illustrate this final point. In China alone 14 million school children use Oxford books every year, and internationally around 16 million children use Oxford ELT materials to learn English. And these numbers are growing, demonstrating the ever-increasing contribution of the University to education at all levels around the world.

The close association between the Press and the rest of the University’s international work is one that we are actively reinforcing. For example the Press is prominent at the University’s meetings with government officials in such places as China and India, where Oxford is known as much for its dictionaries, textbooks, and language teaching resources as it is for being a world-class academic institution. The Press has an excellent presence and reputation in many of the countries undergoing major research and educational developments, and I am sure that its role in promoting the University’s mission will grow.

My arrival has coincided with that of the Press’s new Secretary to the Delegates, Nigel Portwood, who I am delighted to welcome on behalf of the University. He is already showing himself to be an individual of great vision, articulating a clear strategy for the future of the world’s pre-eminent university press. Some of the challenges that he and his Press colleagues face are great, as publishing models evolve and competition increases. I have every confidence that the Press will respond effectively to these challenges and strengthen Oxford University’s global contribution to education and research through publishing.

Professor Anthony Hope retired as delegate for Medicine in September 2009 after three years’ service. Tony’s consistent support ensured that proposals were appropriately developed or gently declined when necessary. He is succeeded by Professor Christopher Kennard. Professor Roger Ainsworth retired as delegate for Engineering in September 2009. He provided ten years’ service, eight of which he also spent as a member of the Finance Committee, and was always committed to the work of the delegates and willing to comment on science proposals. He is indirectly succeeded by Professor Paul Craig, who has responsibility for Law.

Professor Andrew Hamilton
Vice Chancellor, University of Oxford
I joined Oxford University Press as its Chief Executive in August 2009, nearly halfway through the financial year. Below I will offer some of my observations of this unique publishing business since I arrived; however, as the Press has been operating in one of the most acute global economic crises, I shall start with a number of comments on the market environment.
Adverse conditions have affected all our publishing divisions in some way. In primary and secondary education, while publicly funded schools have yet to see major cuts to their budgets, many are spending more cautiously than before in anticipation of future cuts. This has led to an increased impetus to seek out more cost-effective solutions to educational provision, such as digital products or second-hand materials. In higher education, many institutions are seeing growing student numbers—a trend often witnessed at times of economic decline—while, in turn, universities around the world are facing cuts, particularly to library budgets. As well as the impact on educational provision, economic conditions have also affected the high streets in the US and UK, leading to the decline and closure of major book retailers, such as Borders in the UK. Not all the challenges we faced were economic in nature. The swine flu epidemic, which hit many of our international markets in 2009, caused schools to close for an extended period with some of the lost sales recovered, but not all; and Kenya’s educational market faced the double trauma of a prolonged drought—which saw a diversion of funding to support the millions suffering from malnutrition—combined with a teachers’ strike which closed 18,000 public primary schools.

Nevertheless, the year’s financial results have been impressive. Sales for 2009/10 were £612m, representing an organic underlying growth of more than 4 per cent on the previous year’s sales. I am particularly pleased with how these results compare with expectations at the outset of the year, and many factors have contributed. The diversity of our publishing combined with a broad geographical reach generally protect us from acute and specific market downturns. Our many offices around the world, along with a divisional structure, ensure that we are close to markets and customers, and are able to react swiftly to change. The high regard in which our publications are held also ensures that when our customers’ budgets are squeezed, we are not usually included in the first round of cuts. We took a pragmatically cautious approach to spending plans early in the year, while ensuring that we protected key investments. Such an approach has been characteristic of the Press in recent years, and was one of the many successful strategies adopted by my predecessor, Dr Henry Reece, to whom I offer my personal thanks for leaving the Press in such good shape. I should also highlight the dedication and focus of my 5,000 Press colleagues around the world, who achieved remarkable success in reaching the targets set at the beginning of the year.

Against widespread expectations of a decline in institutional book sales, the UK Academic Division increased its revenues in 2009/10 based on a strong performance, particularly outside the UK, and through continued growth in online sales.

OUP USA’s sales fell slightly short of those of 2008/09, confounding expectations of a sharper decline associated with the institutional market. With reduced state funding and university endowments, library budgets were indeed cut, but the Press’s sales did not suffer as dramatically as feared. Performances in other parts of the US business compensated for the institutional decline, especially in higher education, where economically countercyclical market dynamics were supported by new publishing and internal initiatives.

“The high regard in which our publications are held ensures that when our customers’ budgets are squeezed, we are not usually included in the first round of cuts.”
Sales from the Journals Division grew, helped by the development of consortia revenues and new society publishing contracts which had their first full year in 2009/10, notably the European Journal of Heart Failure and three journals of the Gerontology Society of America.

The ELT Division achieved solid sales growth, with markets outside the US and North Asia producing the best results. The division successfully launched Oxford English Testing, its first entirely online proposition, delivering placement and practice tests to current and new institutional customers.

OUP España suffered markedly from the downturn in the Spanish economy. A predicted sales decline in the core business, associated with the phasing of curriculum reform cycles, was exacerbated by declining sales-to-user ratios of adopted classroom textbooks, attributed to market conditions. That said, the division was able to increase its share of the primary market and maintain its impressive share of the secondary market.

The International Division showed strong sales growth. Schools sales increased particularly in Hong Kong, India, and Pakistan and higher education sales benefited from fresh momentum in Canada, where we also moved to new premises.

In Oxed, sales increased despite tough conditions in the UK schools market. Project X—designed to help to teach boys to read—launched in January 2009 and has been well received in primary schools where the market has been shrinking although our market share has grown. In secondary education, sales of the Obox digital resource exceeded 10,000 copies, in less than two years after the first CD was published.

In 2009/10, the surplus topped £100m for the first time. Looking at results before interest, the funding of the Oxford English Dictionary (OED), and tax, the surplus increased to £106m. The strong performance continued in cash generation, converting well over 100 per cent of the surplus into cash. These results are an excellent indication of how efficient our global operations have become in pursuit of our educational mission. This year’s record surplus was underpinned by early reductions in expenditure in reaction to market conditions which served us well on this occasion. However, we now plan to increase levels of investment substantially in order to prepare for a digital future and to lay the ground for the ongoing advancement of the Press’s mission through improved sales growth in the medium term.

As my predecessors have often highlighted in previous annual reports, the Press’s surplus is applied to a range of educational activities, both in our own business and also in the rest of the University. We continue to develop and sustain important copyrights, such as the OED, and have recently launched another pioneering online resource, Oxford Bibliographies Online, for use by the academic and research communities. Innovation and taking a longer term view of investments is becoming increasingly important as the nature of scholarship and education evolves in the digital age.

It has been successful at investing wisely while not being afraid to experiment and innovate. These are important qualities for any publishing or media business today. But I’ve been most struck by the strong sense of mission, which permeates the organization, to make a real difference to people’s educational and academic attainment. We care passionately about producing well-researched, high-quality educational materials. We also understand the importance of carrying out our work as efficiently as possible, in order not to waste the resources we have at our disposal. It has been particularly heartening for me to hear colleagues from around the world make frequent reference to our educational role, as part of the University, to illustrate their own personal motivations in achieving success for the Press.

Our educational mission underpins the more potent measures of our success, which I would like to illustrate with some examples from the year. The quality of our publishing and associated services is industry-leading. We have again been voted Academic Publisher of the Year and also Distributor of the Year by the Academic, Professional and Specialist Booksellers Group in the UK. This is the fifth time in six years that we have been given the publisher award and it is the sixth year running for our UK distribution centre. OUP Southern Africa won a similar plaudit from its local booksellers association, and Oxford Fajar in Malaysia was given the Children’s Innovative Educational Publisher Award by the Association of Professional Early Childhood Providers.

“In this, my first annual report, let me offer some personal reflections on the Press and its value to the wider University in the advancement of education and research. I believe that the Press is well placed to prosper in the future. From the Delegates in Oxford who oversee the Press through to every international branch, OUP is an institution that can combine quick decision-making with a focus on what is right for the long term.”
We continue to win prestigious publishing awards for our books, journals, and online products, as the final section of this report details. One such example is Gordon Wood’s Empire of Liberty, the latest volume in the highly respected series the Oxford History of the United States, which became a New York Times bestseller and a finalist for the 2010 Pulitzer. Our journals collection is renowned for its quality and value for money. We publish more high-impact journals as a percentage of the collection than our closest competitors. In 2009, two of our journals—Nucleic Acids Research and the Journal of Experimental Botany—were listed in the top 100 most influential journals in biology and medicine over the last 100 years.

We also support experimental and innovative publishing projects. Oxford Scholarship Online, a platform for monographs, was launched in 2006 and has become one of our most successful academic online products, with 634 subscribing institutions worldwide; the Information Services Manager at the London School of Economics called it ‘the Holy Grail of online resources’. Last year we published the Historical Thesaurus of the Oxford English Dictionary—the largest thesaurus in the world and the first historical thesaurus for any of the world’s languages—which was 45 years in the making. It has sold well, notably in the US. More recently, we published Oxford Bibliographies Online (OBO), an online-only resource designed to help researchers find reliable sources of information by directing them to the best scholarship available. The development of OBO represents a huge amount of work and commitment by staff and scholars alike.

As well as producing publications of the highest quality and value, our mission drives us into new educational territories and markets. Each year we open more offices around the world to make the best use of them. Every year we run hundreds of teacher workshops: last year our ELT Division hosted more than 400 teacher training courses across fifty countries, including the Oxford Teachers’ Academy courses, which award participants certification from the University’s Department of Continuing Education.”

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Increasing as more institutions secure the technology to access these rich scholarly resources.

Dictionary publishing has long been at the heart of the Press’s ability to aid language learning internationally. In print, hundreds of mono-, bi-, and tri-lingual dictionaries extending across forty languages are used by millions of people. The recently launched eighth edition of the Oxford Advanced Learner’s Dictionary continues the remarkable success of a key copyright for the Press which, since its launch, has sold more than 35 million copies. Since the OED launched online in 2000, technology has extended the reach of our dictionary content and through careful partnering, we are ensuring that this content is embedded in a range of platforms, from handheld devices and computers to applications for iPhones.

To complement our publishing, we support teachers in their classrooms, not only by providing them with appropriate resources, but by ensuring that they are well placed to make the best use of them. Every year we run hundreds of teacher workshops: last year our ELT Division hosted more than 400 teacher training courses across fifty countries, including the Oxford Teachers’ Academy courses, which award participants certification from the University’s Department of Continuing Education. In Southern Africa we fund scholarships through the partnership we have set up with the Mandela Rhodes Trust. Our financial contributions to this scheme are currently supporting three Mandela Rhodes Scholars, studying postgraduate qualifications across a range of subjects, all of whom have been selected on the basis of their academic capabilities, leadership qualities, and contributions to the wider communities of which they are a part.

I would like to conclude with a comment about the significance of the continuing financial success of the Press. The publishing world is facing dramatic change and acute challenges, perhaps more so than at any time since Gutenberg invented the printing press in the fifteenth century. Three broad themes have emerged: the impact of disruptive technological change and digitization of content; the increasingly global nature of academic, research, and educational markets; and the intense competition between publishers, including many new players. It is clear to me that in order to protect our position, realize opportunities, and build a successful business for the future, we must invest more in new technology, new publishing, and new business models. In many of our markets we compete with large commercial businesses which have far greater financial resources and economies of scale than do we as a university press. OUP’s excellent reputation combined with the quality of our publishing and our strong relationships with educational and academic communities goes a long way to securing customer loyalty, but we need more than this to continue to thrive. Financial success is the means of ensuring that we can invest prudently for our future, thus enabling us to continue to fulfil the University’s mission to advance learning by publishing educational and research materials worldwide.

Nigel Portwood, Secretary to the Delegates and Chief Executive Oxford University Press
OUP’s two main centres for scholarly and professional publishing are in the UK and the USA. OUP India and OUP Pakistan also have well-regarded scholarly lists. During 2009/10 the Press published more than 2000 new scholarly and professional titles, including new and extended online products.

Market and Sales

The scholarly and professional global market has been one of contrasts this financial year. Developing markets have remained resilient, with positive trading conditions in Asia and the Middle East. India has seen particularly strong growth. There have, however, been considerable pressures in more established markets. The closure of major high street retailers and cuts to academic library budgets continued to be a concern in both the UK and Europe. In Australia and Canada the recession in retail, reduced demand from institutions, and the accelerating move towards digital content provision and online ordering resulted in tough conditions.

In the USA, a substantial increase in the number of law libraries migrating away from print combined with a stark and continuing drop in academic imports and sales of Bibles contributed to a difficult year. A dramatic decline in distributed lines, falling promotional spending on the part of the pharmaceutical industry, and cuts in academic library budgets also accentuated the need to focus on sustainability.

Despite these various challenges, academic sales across many areas have been strong. The Oxford World’s Classics series sold well following a successful rebranding. Online products also sold well across the board and continue to be an important generator of growth and increasing dissemination.
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Oxford Scholarship Online (OSO), the Press’s online platform for academic monographs, continued to grow; new modules were launched in the US in neuroscience and public health/epidemiology. Sales growth was significant, including a notable sale to the Saudi Arabian Ministry of Higher Education extending access to the majority of OUP’s scholarly monograph publishing to 19 higher education institutions.

In the US, trade sales were buoyed by some successful new copyrights, as well as sustained backlist sales. Overall sales remained flat year-on-year, although academic import sales declined significantly. The US Law Division enjoyed considerable growth in domestic book sales, including a two-fold increase in sales of its practitioner-oriented Intellectual Property titles. However, this was not sufficient to offset double-digit declines in other lines including imports, and the division ended down year-on-year.

Sales for the rest of the world continue to build on the previous year’s growth, with particular successes in Asia and the Middle East where the Press saw strong sales for the Arabic Dictionary and Qur’an.

The science and medicine programme had a tremendous year, achieving marked growth in sales overall. The economic climate in the US market has been difficult for science. However, despite a decline in US sales, growth has been achieved overall, demonstrating the vitality of the list and the increasing ability of the Press to reach into new international markets. In medicine, where OUP is less dependent on the US market, trade sales grew rapidly. Sales to the pharmaceutical market, however, reflected the economic decline.

Law publishing has achieved a balance between key reference works and scholarly monographs. This balance, combined with the overall quality of the programme, has ensured that a significant proportion of the Press’s publishing is of must-have titles. Consequently, over the year OUP has increased sales of its international law titles into the European market.

Journals have shown positive growth, despite budget cuts in libraries across the world. An increase in the global sales force in India, China, and Taiwan has helped consortia sales to continue growing. Sales of the Journals Digital Archive witnessed their second best year since the product was first offered in 2006 and the Press expanded its presence in India with a consortia deal to provide over 200 journals to 6,000 colleges through INFIBNET. This autonomous inter-university centre creates infrastructures for sharing library and information resources and services among academic and research institutions.

“Online products also sold well across the board and continue to be an important generator of growth and increasing dissemination. Oxford Scholarship Online (OSO), the Press’s online platform for academic monographs launched new modules in neuroscience and public health/epidemiology.”
Academic and Trade


OUP published a selection of titles which combined intellectual integrity with a broader appeal as trade books. Highlights in the *Oxford World’s Classics* series included three new Kafka translations (The *Metamorphosis and Other Stories*, The *Trial*, and The *Castle*) and a new translation of Thucydides’ *Peloponnesian War*. Another strong year for the *Very Short Introductions* series saw publication of books on a broad range of topics, including *Biography* by Hermione Lee, *Islamic History* by Adam Silverstein, *Privacy* by Raymond Wacks, *Superconductivity* by Stephen Blundell, and—last but not least—*Nothing* by Frank Close.

Major trade hardbacks published this year included Paul Cartledge’s study *Ancient Greece, Terrorism: How to Respond* by Richard English, and the late Henry Chadwick’s newly rediscovered biography of Augustine of Hippo. Manuel Castelli’s *Communication Power* analyzes communication in the ‘network society’, while Jeremy Taylor’s *Not a Chimp* looks at the genetic basis of our uniqueness as humans. The Press also launched the new *Biographies of Disease* series, edited by William and Helen Bynum, with volumes on *Asthma, Cholera, and Hysteria*, Anthony Julius’s *Trials of the Diaspora* received widespread reviews and was pronounced ‘an essential history’ by Philip Roth, while Frances Spalding’s *John Piper, Myfanwy Piper* was hailed as a remarkable achievement by publications ranging from the *London Review of Books* to the *Daily Mail*.

The US saw a strong list of trade titles last year, including Gordon Wood’s *Empire of Liberty: A History of the Early Republic, 1789–1815* (over 44,000 copies sold and a *New York Times* bestseller), Jennifer Burns’ *Times: 1815* (over 17,000 copies sold), Ben Moser’s *Flight from Monticello: Thomas Jefferson at War*, Elijah Wald’s *Michael Kranish’s Flight from Monticello: Thomas Jefferson at War*, and Peggy Pascoe’s *What Comes Naturally: Miscegenation Law and the Making of Race in America*. Acquisitions were extremely successful and included the final volume in the *Oxford History of the United States* series, US trade success was also buoyed by sustained backlist sales and few failed launches, while OUP authors made an impressive showing in *Foreign Policy* magazine’s list of ‘Top 100 Global Thinkers’, with Ashraf Ghani and Clare Lockhart at number 20, Paul Collier at 36, David Kilcullen at 44, Tariq Ramadan at 49, and Martha Nussbaum at 93.

The International Division’s twin South Asian branches saw the launch of yet more quality titles. India’s publications included *The Oxford India Anthology of Bengali Literature* (two volumes), *The Oxford Companion to Modern Indian Warfare* and the *Oxford Companion to Politics in India*. Pakistan published *Mazaar*, a new translation of *The Castle*, *Metamorphosis and Other Stories* and *The Trial*, and *The Oxford Companion to Indian Politics*. Pakistan published *Mazaar*, a new translation of *The Castle*, *Metamorphosis and Other Stories* and *The Trial*, and *The Oxford Companion to Indian Politics*.

Science and Medicine

Science and medicine were boosted by a strong frontlist performance which included titles such as the *Oxford Handbook of Nanoscience and Technology*, the *Timetree of Life*, and *Genera Orchidacearum*. The backlist continued to perform well, with titles such as *Cosmology and Discrete Mathematics*. The eighth edition of the *Oxford Handbook of Clinical Medicine* (OHCW) sold over 30,000 copies in its first two months, and the *Oxford Textbook of Palliative Medicine* sold well. OHCW was launched as an iPhone app through a rights deal, and was in the top ten medical apps on iTunes. The Press has a particularly broad list in medicine, with a range of titles for all levels from junior doctors (including the new series of *Training in books*) through to consultants specializing in different areas. OUP’s psychiatry and psychology lists have an excellent reputation; new titles such as the *Oxford Companion to Consciousness* and older titles such as the *New Oxford Textbook of Psychiatry* both sell exceptionally well.

The ESC *Textbook of Cardiovascular Medicine* was the first medical book simultaneously published in print and online. This major achievement has placed the Press in a good position to continue developing an online presence. The US produced an impressive frontlist of 190 new titles, including updated editions of classic texts such as *Ferrell’s Oxford Textbook of Palliative Nursing*, Holland’s *Psycho-oncology*, and Cope’s *Early Diagnosis*.

“The US saw a strong list of trade titles last year, including Gordon Wood’s *Empire of Liberty: A History of the Early Republic, 1789–1815*—over 44,000 copies sold and a *New York Times* bestseller.”
The Strange Alchemy of Life and Law gave a provocative account of the life, work, and thought of a leading figure in the rebirth of South Africa. The Judicial House of Lords, edited by Blom-Cooper, Dickson and Drewry, set out a definitive history of this institution and its work as it handed its appellate duties to the new Supreme Court.

In the field of international disputes the Press published Blackaby et al’s Redfern & Hunter on International Arbitration, Richard Fentiman’s International Commercial Litigation, and a new edition of Schlechttriem & Schwenzer: Commentary on the UN Convention on the International Sale of Goods. With the law and regulation of international financial markets under scrutiny, important new works in the field include Panasar and Boeckman’s European Securities Law and Gleeson’s International Regulation of Banking which covers the application of Basel II on capital and risk requirements.

The US law programme published several significant titles on intellectual property law; Fox’s US Patent Opinions and Evaluations, Hricik and Meyer’s Patent Ethics Prosecution, and Moral Panics by William Patry, a lively and challenging deconstruction of copyright law.

Journals

Fair pricing, quality service, international reach, and the strength of the OUP brand have contributed to a thriving year for the Journals Division. The division’s impressive and varied list of journals, mainly published in collaboration with scientific, academic or learned societies, continues to grow; the number of scholarly peer-reviewed journals has increased from 167 to 246 since 1999. Quality remains the hallmark of the collection.

According to the latest Journal Citation Reports, more than a quarter of OUP’s titles covered are in the top 10 per cent and over two thirds (73 per cent) in the top 50 per cent of their subject category. In 2009, Nucleic Acids Research and the Journal of Experimental Botany were identified by the Special Libraries Association as two of the top 100 most influential journals in biology and medicine over the last 100 years.

The Press has won significant contracts, such as the partnership with the Infectious Diseases Society of America (IDSA) to publish its heavily cited and internationally prestigious journals, Clinical Infectious Diseases and the Journal of Infectious Diseases. Neuro-Oncology joined Oxford Journals in 2010, and AoB Plants, concerned with all aspects of plant biology, was launched.

Contracts have been signed with two of the oldest and most respected economics journals, The Quarterly Journal of Economics (the highest ranked economics journal by impact factor), on behalf of Harvard University, and the Review of Economic Studies, on behalf of Review of Economic Studies Ltd, represent a dramatic growth in the economics journals programme, which now comprises over 20 titles.

Recently acquired humanities and social sciences titles include the flagships Journal of American History and Environmental History, the high-profile American Journal of Agricultural Economics, and Applied Economic Perspectives on behalf of the Agricultural & Applied Economics Association. These titles provide a forum for creative and scholarly work on the economics of agriculture and food, natural resources and the environment, rural, and community development.

“In 2009, Nucleic Acids Research and the Journal of Experimental Botany were identified by the Special Libraries Association as two of the top 100 most influential journals in biology and medicine over the last 100 years.”

Launches this year included Classical Receptions Journal, covering the reception of the texts and material culture of ancient Greece and Rome, and the Leo Baeck Institute Yearbook, the pre-eminent journal on Central European Jewish history and culture.

Work has begun on migrating online content to a new platform powered by HighWire Press’s H2O web technologies. Designed around state-of-the-art standards-based technologies, this move will improve user experience and has further strengthened OUP’s position in online publishing.

Knowledge dissemination and research support continues with free online access to 850 institutions in 43 developing countries. Oxford Open, the open access initiative, has expanded to include 99 journals. Nine hundred and thirty-six papers were published in optional open access journals, where authors choose to pay for their papers to be made freely available online, in 2009.
OUP is a world leading publisher of reference works. It is the home of the redoubtable Oxford English Dictionary, and a vast range of mono- and bi-lingual dictionaries across forty languages. It also produces general reference works, including the Oxford Companions, illustrated histories, anthologies, atlases, and encyclopaedias. During 2009/10, OUP published more than 100 new works of reference in print and online.

Market and Sales

The reference market experienced particular problems in 2009/10 in a number of areas, especially in southern and eastern Europe where spending was badly affected by the global economic crisis.

In the UK, campus bookshops closed, the Borders chain collapsed, and library budgets were reduced. Problems in Australia and Canada, where online publishing has for some years been causing a decline in the print reference market, were compounded by a particularly difficult retail environment. However, although reference was braced for a very tough year in the USA, the trade market, which has been experiencing double-digit decline for the last few years, and the library market both held up better than expected.

Business remained strong in emerging markets and in western Europe, particularly the Nordic countries and BENELUX (Belgium, the Netherlands and Luxembourg). The online market also continued to perform exceptionally well across the board, which helped the reference programme to maintain strong sales results.

Despite market conditions, bilingual and English dictionary programmes have exceeded sales expectations and market share in the UK has increased in both. This year free access to Oxford Language Dictionaries Online was included for individual print purchasers of unabridged bilingual dictionaries.

The division has had excellent sales of online reference products and continues to see this as an important market. A sale to the Ministry of Higher Education of Saudi Arabia extends access to a selection of titles from the Oxford Digital Reference Shelf to 19 universities there.
Publishing

The reference group produced a range of successful new publications this year. Important publishing included the Oxford Companion to Architecture, The Oxford Companion to the Book, and a new edition of the Oxford Companion to English Literature. The dictionary programme published the long-awaited Historical Thesaurus of the Oxford English Dictionary, edited by Christian Kay at the University of Glasgow. More than 45 years in the making and comprising two volumes, the set represents the first comprehensive historical thesaurus ever produced for any language. A landmark new resource for the historical study of the language, it contains almost every word in English from Old English to the present day. The dictionary group also spent much of the year developing Oxford Dictionaries Online, the Press-wide online dictionary hub which offers both a free web and an advanced subscription service.

In the US, notable publications included the Oxford Encyclopedia of Ancient Greece and Rome, Oxford Biblical Studies Online, Oxford Encyclopaedia of Peace, Grove Encyclopedia of Islamic Art and Architecture, and the Dartmouth Medal award winning Encyclopedia of Human Rights. Online sales growth was led by impressive performances of the perpetual access versions of Oxford Biblical Studies Online and the Encyclopedia of Popular Music. Driven by the addition of ten multi-volume sets and large bulk sales to the University of Toronto and Saudi Arabia, the Digital Reference Shelf had its strongest year to date, growing by an additional half-million in sales.

Over the last year the reference group has been preparing to launch Oxford Bibliographies Online, a new platform designed to reduce the amount of time students and faculty spend on research by helping them zoom in on the key literature in a subject. Seven modules, including philosophy, social work, classics, criminology, and international politics, were launched in April 2010, with more to follow later in the year.

New bilingual publishing has proved successful in India, South Africa, Pakistan, and Malaysia, as has licensing of bilingual content into mainland China. Good examples of the range of the Press’s bilingual dictionary publishing in the past year are the Oxford English-English-Tamil Dictionary in India, the Oxford English-Urdu Mini-Dictionary in Pakistan, and the Arab/Malay Dictionary for upper primary school level in Malaysia. In the non-lexical field, OUP India published a new Reference Atlas of India and the World.

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Higher Education

Higher education is an important publishing area for OUP, with established lists in the UK and USA, and growing centres of publishing excellence in many international markets. During 2009/10 OUP published nearly 300 new higher education textbooks, many with accompanying online resource centres.

Market and Sales

Higher education (HE) conditions were generally stable in 2009/10, with increased student numbers in most countries, a trend often seen during periods of economic decline. In the USA, the number of re-imported books dropped dramatically, and the Press began to reap the benefits of its international adaptation programme, started in 2009, and strong enrolment growth, especially in community colleges. The challenges in the global HE market—harsher conditions in parts of Asia, campus bookshop closures, and the collapse of the Borders retail chain in the UK—had minimal impact on the Press’ performance in this area.

Students continued to buy increasing numbers of textbooks online, leading to considerable growth from online retailers in the UK and Europe.

Amazon in the UK, France and Germany, and AdLibris in Sweden all performed strongly. The main competitors in this sector are much bigger than OUP and flexing their muscles in the digital space by providing comprehensive digital packages. The Press is beginning to respond to this across its markets, and it will be crucial in the future.

In the UK sales increased overall, and most subject areas achieved good levels of year-on-year growth; the chemistry, politics, and business lists performed particularly well.

In the USA, 2009/10 was the second consecutive strong year for higher education, buoyed by the release of some significant new copyrights.
Sales of textbooks into the rest of the world’s markets continued to grow, especially in India and Australia. Established subject areas performed well, while newer subject areas—such as law in South Africa, psychology in Canada, and business and nursing in Malaysia—also began to bear fruit. Year-on-year growth was particularly high in India, South Africa, Canada, and for locally-published higher education products in Malaysia. Mexico had an extremely difficult year; sales in law, the only higher education segment in which OUP Mexico competes, declined compared with the previous year.

**Publishing**

It has been another year of excellent publishing, with many first and new editions across several important subject areas.

In business and economics, first editions included: Davis and Pecar’s Business Statistics Using Excel, Sitkin and Bowen’s International Business Challenges and Choices, and Grieves’ Organizational Change: Themes and Issues. New editions included the market-leading Business Ethics from Crane and Matten, Mallin’s Corporate Governance, and De Grauwe’s Economics of Monetary Union.

Endicott’s Administrative Law was an addition to the law list. New titles appeared in the Concentrate and Text Cases and Materials series. Prestigious new editions included Gray and Gray's Land Law core text, Ormerod’s Smith and Hogan Criminal Law: Cases and Materials, and the twentieth edition of Banks and Hanna’s Essential Law for Journalists.

Demand for digital products is increasing in the higher education market, and the challenge is to offer content in a variety of media. This year OUP was first to market with three online law products: Carr, Carter and Horsley’s Skills for Law Students, Polding and Cripps’ LPC Skills Online, and Catchpole’s LPC Accounts Online. These interactive products give students the opportunity to practise their skills and receive feedback. OUP published an e-book with Atkins’ Physical Chemistry as part of a blended-learning approach to support key chemistry copyrights.

OUP USA published a number of new first editions and has promising new copyrights that will be published from 2013 in the pipeline. Investments made over the last four years to expand the Press’s repertoire have paid off as those books are now beginning to be published. The division is getting ready for another investment phase that should ensure it grows faster than its competitors for the next ten years. A rise in college enrolments also helped performance in communication and philosophy, large lists where the division has some introductory-level products. This year more than 80 first edition titles were signed. Among these were six competitive signings won against major competitors. The Press also published some new books in major markets, including Oakes et al’s Of the People, its first comprehensive US history textbook in six decades.

Notable international titles released in 2009/10 were the Australian Law Dictionary, a new edition of Brooks’ Canadian Democracy, Business Law in Malaysia, and The Law of Contract in South Africa. An important development in India has been the publication of local adaptations of major US texts such as Sedra’s Microelectronic Circuits and Lathi’s Principles of Linear Systems. This has led to growth in unit sales and shown that the branch can provide relevant local content at a price that makes the books more accessible to Indian students.
OUP’s educational publishing includes a UK-based division (Oxed), and bespoke curriculum-based publishing across all International Division branches and OUP España. The Press published more than 2500 titles last year spread across 300 series and ranging from early school years to resources for final school exams, literacy programmes, resources for all other major subjects, dictionaries and other reference works, and a small range of children’s fiction.

Market and Sales

The UK schools market remained very difficult in 2009/10. The primary market was down on the previous year, although secondary saw a modest increase, largely driven by spending at GCSE in a number of subjects where new specifications were introduced. The A level market improved slightly and Key Stage 3 saw a dramatic decline as teachers diverted money away from this ‘Cinderella’ sector to fund the examination years.

The UK high street remained quiet. Borders went into administration in December 2009, closing its doors for the last time just before Christmas. This significantly reduced the retail distribution for children’s books. By contrast, online selling, led by Amazon, has gone from strength to strength. In Oxed’s international markets bilingual schools have continued to develop, especially in Europe. International schools teaching an IGCSE or IB curriculum have fared well in some parts of the world but declined in others, largely depending on local economic circumstances. Thus there has been a decline in this sector in the Middle East but the picture in East Asia is healthier.

The transition to digital learning was uneven in 2009, after six years of ring-fenced funding in the UK came to an end. The 2009 UK secondary digital educational content market was more or less flat, while primary was significantly down.

Political uncertainty ahead of the May election affected the UK education sector as schools and teachers anticipated possible policy changes. Education is emerging as one of the main themes of the election and it is possible that this renewed emphasis will
present opportunities to support teaching and learning with first class resources.

In spite of the depressed market conditions, Oxed saw sales growth in UK primary schools where it also significantly increased its market share. Secondary market share was maintained in spite of spending being directed towards GCSE subjects where the division has no list.

Funding issues affected many other international school markets during the year. There were government cutbacks in Canada and Australia, and specific funding problems in Kenya and South Africa. Mexico and Malaysia also suffered from a slow down in parental purchases. Many countries are undergoing a period of significant educational change. There are plans for a new Australian curriculum, a root-and-branch review of curriculum implementation in South Africa, and government initiatives regarding textbook provision in Hong Kong. The medium of instruction in science and maths in Malaysia is changing, continual assessment is being adopted in India, and there are moves towards state publishing in Tanzania.

As a result of some of these factors, school sales were lower than the previous year in Malaysia, Tanzania and, marginally, Mexico. In Canada, South Africa, and Australia the branches managed to outperform the market and produce year-on-year growth. In Kenya and Australia the Press found alternative sources of growth in regional sales in East Africa (mostly to Rwanda following the change in its medium of instruction from French to English) and Papua New Guinea, where the school book list produced over a number of years by OUP Australia secured two important tenders; one of these was recognised in 2009/10 and the other will be forthcoming in early 2010/11. India and Pakistan were responsible for most of the growth in schoolbook sales, along with China which achieved success in implementing the new senior secondary syllabus in Hong Kong.

Spain’s local publishing market share remained stable, with some growth at primary level, although sales have been affected by a sharp decrease in purchase ratios as a direct impact of the economic downturn. Education authority funded textbook purchase recycling schemes, textbook change cycles, and rapid ICT developments continue to provide challenges as well as significant opportunities for growth. There has been limited change in the secondary market as a direct result of educational reform introduced in the previous financial year. Nevertheless, the Press consolidated its position as the biggest publisher in this segment.

“In spite of the depressed market conditions, Oxed saw sales growth in UK primary schools where it also significantly increased its market share. Secondary market share was maintained in spite of spending being directed towards GCSE subjects.”

OUP author Ali Sparkes celebrates with children from St Francis School, Hampshire, after winning a top award on BBC children’s TV show Blue Peter. Her book Frozen in Time is published by OUP’s educational publishing Division, Oxed.
Oxford added a range of materials (both print and digital) for the final years of primary education to the extremely well received Project X reading programme, which specifically targets under-achievement in boys. The programme has been licensed for a Welsh language edition and versions for local markets are being produced by OUP Canada and OUP Australia. It has also been published in the US through a deal with Houghton Mifflin Harcourt. Stories for Writing was published in early 2010 as a new strand within the Oxford Reading Tree brand, which offers teachers award-winning picture books (licensed from Random House, the original publisher), supported with software and classroom guidance, to encourage children to talk and write with confidence.

Primary maths was a further area of focus during the year. Maths Makes Sense Toolkit was published as the first component of a new scheme based on a powerful and simple learning system which teaches pure symbolic maths from the start.

In UK secondary schools, and within Oxford’s five areas of publishing focus, new GCSEs were introduced in September 2009 in modern foreign languages and geography. Oxford published resources for the OCR languages specifications and for both OCR and Edexcel geography. All three courses were very well received. Early 2010 saw the publication of GCSE resources for English and maths; new courses will be taught from September 2010.

The highlights of Oxford’s trade children’s publishing included Winnie’s Amazing Pumpkin which was published in September, while the successful early chapter book series based on this character was extended. Oxford published the fourteenth book in the new adventure series Dinosaur Cove. Ali Sparkes’ Frozen in Time won the Blue Peter ‘Book I Couldn’t Put Down’ Award and was then chosen as the overall winner of the Blue Peter Book of the Year Award.

Oxford’s bilingual dictionary range which supports school students up to GCSE level was completed with the publication of The Oxford Learner’s German Dictionary, which added to the French and Spanish titles. The division continued to develop its publishing for international curriculum examinations, including the continuation of a new series of revision guides for IGCSE endorsed by the University of Cambridge International Examination board. Titles cover physics, chemistry, biology, maths, and economics.

Schoolbooks continued to form the bigger part of the International Division’s publishing in 2009/10. Australia published more elements of its Oxford Literacy programme and developed the Big Ideas series in humanities and science. The branch has begun to gain recognition for its creativity, winning two design awards and two further publishing awards for Excellence in Education. In Kenya the branch widened its list by publishing for new subjects in the Kenyan curriculum. Oxford Southern Africa focused on further development of its Headstart series at intermediate phase and won the Sefika Award for Publisher of the Year. Canada has entered the primary literacy market with a range of local and adapted imported products, led by Boldprint graphic readers and novels. India revised a number of important series, including Science in Everyday Life which included, for the first time in that country, a course-linked interactive CD-ROM.

“Primary maths was a further area of focus during the year. Maths Makes Sense Toolkit was published as the first component of a new scheme based on a powerful and simple learning system which teaches pure symbolic maths from the start.”

OUP books help lessons come alive for school children in Karachi, Pakistan. Primary school sales are rising in the country thanks to OUP’s sales team which visits thousands of schools every year.
The importance of digital publishing is increasing in education. In the UK Oxed continued to publish digital resources to support all its major publishing programmes. At secondary level these used the OxBox e-textbook platform; over the year lifetime sales of OxBox products exceeded 10,000 copies. In Australia and Hong Kong, where the government has encouraged a series of digital pilot projects, courses are beginning to be delivered online. In India, IT companies are moving into the school market to provide infrastructure and support, and sometimes this also becomes content. Digital systems and product development have been an important consideration for International Division branches.

In Spain a new publishing project called Proyecto Adarve was launched for the textbook renewal process in the Andalucía and Castilla La Mancha regions. The Press discontinued its joint young reader’s fiction venture agreement with Planeta and will publish its own new catalogue with more than 100 titles available by the end of this year.

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The ELT Division at OUP provides high quality educational materials which support teachers and students around the world. During the past year the division has continued to invest in new publishing, selling, and marketing activity to protect and build its core copyrights, and also to develop a compelling and integrated digital offering to underpin its longer term competitive position. It has published 1,000 new printed and online products across 100 different series.

Market and Sales

Developments over the past 12 months indicate that the economic downturn has taken longer to affect ELT markets and the prevailing, tougher trading environment has been characterized by a number of new developments. A decline in private language school enrolments has occurred, as individuals and organizations reduce discretionary expenditure. State and private education spending has been reduced, and this is affecting the associated impetus to identify more cost effective approaches to education provision, such as the digitization of materials. There has been a significant drop in sales-to-user ratios, as institutions and individuals limit spending to essential items and seek alternatives such as secondhand materials, and there is a greater likelihood of distributor failure. The division also had to contend with the impact of the swine flu epidemic which resulted in school openings being postponed and many schools closing for extended periods.

Despite these difficult circumstances, divisional activity has been informed by a variety of investment opportunities. The digital agenda is shaping international education and demand for integrated learning packages and testing services is increasing. The number of young learners is growing. Regional prospects in Latin America and Central Asia, the Middle East, and North Africa—CAMENA—are strong, and a new global divisional structure is intended to deliver greater organizational agility.

During the year, sales increased significantly, resulting in solid growth. As anticipated,
Europe, growth was offset by a significant reversal in Greece, where the market has been severely affected by the economic downturn and disruption to distributor trading. In CAMENA, growth was driven by performances in the Gulf and Egypt and an increasingly successful regional publishing programme. ELT also extended its reach in Saudi Arabia, Syria, Iran, and Iraq.

Growth in South America has been exceptional, with the Happy series, Incredible English, and Treetops international all selling well. New operations in Colombia and Peru made a material contribution and the year witnessed a significant number of new teachers using Oxford materials in both Chile and Argentina.

OUP Turkey maintained its leading position, delivering ahead of expectations in difficult trading conditions. A major highlight was the successful launch of Oxford Practice Grammar for Turks.

Difficult trading conditions in North Asia (Japan, South Korea, and Taiwan) and the USA (where severe funding cuts, particularly in California, impacted all sectors) were reflected in results that fell short of expectations. In South East Asia, the division enjoyed growth across Thailand, Cambodia, and Indonesia, each market presenting exciting future opportunities.

A highlight of the year was the growth in ELT rights revenues, particularly from partners in mainland China where the market for English language learning is evolving rapidly.

The Spanish government announced a new initiative mandating the digitization of course materials in state schools. This development in OUP’s largest ELT market, together with a deepening economic crisis and ongoing educational reform, presented an enormous challenge for the ELT teams in Madrid and Oxford. In response, resources were redeployed to support a comprehensive programme of digital publishing for the year ahead. Three new Spanish secondary courses were also published to strengthen OUP’s core market presence.

Margins declined slightly as manufacturing costs increased due to less favourable exchange rates. With the prospect of an uncertain global economic climate and a number of emerging risks, the division maintained a cautious approach to investment, while allocating significant funding to the accelerated production of digital materials for Spain. As a result of this, and the positive sales outcome, the ELT Division delivered healthy surplus growth in 2009/10.

Sales in western Europe increased. Another strong performance in Italy was underpinned by a range of new secondary publishing, and, elsewhere in the region, the division enjoyed healthy growth in markets that adopt core international titles, such as Belgium and the Netherlands. In central, eastern, and southern Europe, growth was offset by a significant reversal in Greece, where the market has been severely affected by the economic downturn and disruption to distributor trading. In CAMENA, growth was driven by performances in the Gulf and Egypt and an increasingly successful regional publishing programme. ELT also extended its reach in Saudi Arabia, Syria, Iran, and Iraq.

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Digitization and technology continued to inform divisional publishing priorities and new activity. New products and services included iTools, software which enables teachers to become more effective in the classroom using pre-selected content, additional activities and games, and pedagogical support. The Print Test Generator enables teachers to generate title-based print tests for use in the classroom, and the Oxford Picture Dictionary interactive is a simple and easy to use management system which enables teachers to view and report on their students’ progress.

An agreement with the University of Oxford’s Department of Education and Applied Linguistics has led to OUP sponsoring a Technology Research Fellow. This will result in a two year research project on technology in English language teaching.

Landmark publishing events within the adult and schools group included a new, sixth level (Advanced) for New English File, as well as Read and Discover, a new factual series of readers and a new edition of Dominoes readers. International Solutions was successfully launched in over 40 countries, and a new edition of Project, an established bestseller, was published.

In June, ELT launched Oxford English Testing (OET) for institutional customers. This is a new online service delivering a range of practice tests for international exams and an online adaptive placement test which is proving hugely popular. OET is extending the Press’s reach among both existing and new customers, including government ministries.

“The first quarter of 2010 saw the international launch of the Oxford Advanced Learner’s Dictionary (OALD), OUP’s bestselling title with lifetime sales now in excess of 35 million copies. A new feature is the Oxford iWriter, an interactive writing tutor that shows students how to plan, write, and review their written work. More than 1,000 new words and meanings have been added, plus extra tools to expand topic vocabulary.

ELT’s New York-based editorial group published several notable American English courses. These included The Oxford Picture Dictionary for the Content Areas, an English as a Second Language (ESL) programme targeting elementary and secondary students in the United States, and American English versions of the division’s two bestselling general English courses, American Headway 2e, which features a student audio download centre and teacher resource centre, and new levels of American English File.

“ELT launched Oxford English Testing (OET) for institutional customers. This is a new online service delivering a range of practice tests for international exams and an online adaptive placement test which is proving hugely popular. OET is extending the Press’s reach among both existing and new customers.”
South America saw the successful launch of *Hablemos*, a course for students learning Spanish, and in Brazil, new courses such as *Engage*, *Heads Up*, and *Achieve* were well received.

The *My Oxford English* (MOE) online distance learning course for Spanish adults was launched for consumers in Madrid in September. This is a completely new type of ELT business for the Press, aimed at individual learners and corporate customers, and is supported by a range of integrated sales and marketing activities.

“The first quarter of 2010 saw the international launch of the eighth edition of the *Oxford Advanced Learner’s Dictionary* (OALD), OUP’s bestselling title with lifetime sales now in excess of 35 million copies. A new feature is the *Oxford iWriter*, an interactive writing tutor that shows students how to plan, write, and review their written work. More than 1,000 new words and meanings have been added, plus extra tools to expand topic vocabulary.”

Oxford University Chancellor Lord Patten presents José Bono, Speaker of the Spanish Parliament, with an Oxford dictionary in Madrid at the launch of OUP España’s important new project, *My Oxford English*.
Music

OUP publishes a range of sheet music for various combinations of voice and instrument, for choirs, and concert performance. During 2009/10, 80 new works were published.

Market and Sales

The Press created a single centre of excellence for its sheet music publishing in early 2010. OUP UK acquired the US sheet music list, and has expanded its UK based department, which will publish and promote the combined sales catalogue, sell rights, and promote its concert list in all territories, including the US. American sheet music has a distinguished publishing history stretching back over 60 years, with an extensive choral and instrumental list, including the choral works of Mack Wilberg, representation of the work of concert composers (in particular Zhou Long, Libby Larsen, and Hilary Tann), and promotion of both the US and UK lists in America.

The UK market is slowly recovering from the economic downturn which affected sales across the list. The increasing domination of the market place by e-tailers threatens the future of small and medium-sized independent music retailers; for example, Amazon UK is now the department’s second largest customer, with growth of 94 per cent.
Publishing

The department published across its range with significant new titles in choral, including the *Oxford Book of Flexible Anthems*, and instrumental publishing. A notable highlight was Nikki Iles’s collection of jazz piano solos *Jazz on a Winter’s Night*, broadcast on Jazz FM. House composer Bob Chilcott published and premiered two large-scale works this year, *Salisbury Vespers* and *Requiem*. More volumes in the Walton Collected Edition were published, bringing this scholarly, authoritative survey closer to completion.

Oxford’s concert composers continued to enjoy significant commissions and performances. In the UK, Martin Butler and Gabriel Jackson both had concertos commissioned and premiered at the Presteigne Festival 2009.

Michael Finnissy’s *The Transgressive Gospel* was premiered at the Spitalfields Festival in June 2009 and later broadcast by the BBC. The Birmingham Contemporary Music Group remains a firm supporter of the department’s music, with the premiere of Richard Causton’s BCMG commission *Chamber Symphony* in October 2009 and a portrait concert devoted to the music of Howard Skempton in February 2010. Michael Berkeley’s most recent opera, *For You*, to a libretto by Ian McEwan, was given a second UK tour in the summer of 2009. Performances are planned for Italy in the autumn of 2010, and a CD of the opera will be released on Signum later this year.

US concert composer Zhou Long’s new opera *Madame Whitesnake* was premiered in Boston in February 2010 and will be performed at the Beijing Music Festival later this year.

“Gabriel Jackson, who received the coveted commission for a new carol for the King’s College Cambridge Christmas Eve Carol Service in 2009, also won a British Composer Award in the vocal category for his work *The Spacious Firmament* in December 2009.”

Opera Boston performs its interpretation of *Madame Whitesnake* by Oxford composer Zhou Long. The opera’s story is drawn from Chinese legend and the performance will be repeated in Beijing later this year.
Committees

The Delegates of the University Press

Dr John Hood  
(The Vice-Chancellor to 30 September 2009)
Professor Andrew Hamilton  
(The Vice-Chancellor from 1 October 2009)
Dr Martin Williams (The Senior Proctor)
Dr Philip Robins (The Junior Proctor)
Reverend Dr John Muddiman (The Assessor)
Professor Roger Ainsworth  
(to 30 September 2009)
Professor John Barton  
Professor Paul Craig (from 1 October 2009)
Professor Roger Crisp
Dame Kay Davies
Professor Tony Hope (to 30 September 2009)

Professor Christopher Kennard  
(from 1 October 2009)
Professor Frances Kirwan
Professor Desmond King
Professor Hermione Lee
Professor Ewan McKendrick
Professor Martin Maiden
Professor Anna Christina Nobre
Professor Christopher Pelling
Professor Mari Sako
Professor Paul Slack
Sir John Vickers
Professor Ian Walmsley
Mr Bryan Ward-Perkins

The Finance Committee of the Delegacy

Dr John Hood  
(The Vice-Chancellor to 30 September 2009)
Professor Andrew Hamilton  
(The Vice-Chancellor from 1 October 2009)
Dr Martin Williams (The Senior Proctor)
Sir John Vickers (Chair)
Mr Nigel Portwood (from 17 August 2009)
Professor Roger Ainsworth  
(to 30 September 2009)
Professor Desmond King
Professor Ewan McKendrick
Professor Mari Sako (from 1 October 2009)
Professor Paul Slack

Mr Tim Barton (President of OUP Inc.)
Mr David Gillard (Group Finance Director)
Mr Peter Marshall (MD of ELT Division)
Mr Neil Tomkins (MD of International Division)

External Members:
Mr Hugh Crisp
Sir James Crosby
Mr Richard Ensor (from 1 October 2009)
Ms Charlotte Hogg
Mr David Levin (to 30 September 2009)
The Delegates’ Room, within the Clarendon Building, which was built in 1711-13 to house Oxford University Press. The Delegates of the University Press have held their meetings in this room since 1716.

Group Strategy Committee

Dr Henry Reece (to 31 July 2009)
Mr Nigel Portwood (from 17 August 2009)
Mr Tim Barton
Mr David Gillard
Ms Kate Harris
Mr Jesus Lezcano Garcia
Mr Peter Marshall
Mr Martin Richardson
Mr Neil Tomkins

Introductory note
The Delegates wish to observe that:
(a) the abstracts of Accounts are drawn from the full audited accounts of the Trading Operations and the Delegates’ Property and Reserve Fund of the Press;
(b) with regard to the abstract of the combined Balance Sheet of the Trading Operations, the short term cash position is substantially stronger at 31 March than at certain other times of the year;
(c) a proportion of earnings and cash balances arising in certain overseas countries is not available for use elsewhere;
(d) the Delegates’ Property and Reserve Fund was established during the year ended 31 March 1984 in order to distinguish more clearly the reserve investments of the Press from the assets and liabilities relating to the Trading Operations. The Fund holds and manages the properties of the Press together with the income arising therefrom. The main purpose of the Fund is to manage, in the short and medium term, the impact on the Press, and consequently on the University, of the realisation of material economic and financial risks to the Press.

There are three constituent reserves within the Delegates Property and Reserve Fund. The Strategic Property Reserve holds those properties which the Press intends to retain for its use, or to safeguard against future use (in the UK or overseas), and any associated debt. The University Reserve, a Designated Fund, holds assets to the value of certain prospective transfers to the rest of the University. The Effective Operating Reserve comprises both liquid and liquefiable assets including investment properties.
Statement by the Auditors to the Delegates of the Oxford University Press

We have examined the Abstract of the Accounts of the Trading Operations and the Delegates’ Property & Reserve Fund of Oxford University Press for the year ended 31 March 2010 which comprises the balance sheet, combined results, and statement of recognised gains and losses of the Trading Operations and the combined balance sheet and statement of financial activities of the Delegates’ Property and Reserve Fund (the “Abstract”).

This report is made solely to the Delegacy of the Oxford University Press, as a body, in accordance with our terms of engagement. Our work has been undertaken so that we might state to the Delegates those matters we are required to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Oxford University Press and the Delegates as a body, for our audit work, for this report, for our audit report on the full annual Accounts of the Trading Operations and the Delegates’ Property & Reserve Fund of Oxford University Press, or for the opinions we have formed.

Respective responsibilities of directors and auditors
The Delegates are responsible for preparing the Abstract in accordance with the applicable Statutes of Oxford University. Our responsibility is to report to you our opinion on the consistency of the financial information contained in the Abstract with the audited annual Accounts of the Trading Operations and the Delegates’ Property & Reserve Fund of Oxford University Press.

Basis of opinion
Our work was limited to ensuring that the financial information within the Abstract was consistent with the audited annual accounts of the Trading Operations and the Delegates’ Property & Reserve Fund of Oxford University Press.

Opinion
In our opinion, the financial information contained in the Abstract is consistent with the audited annual accounts of the Trading Operations and the Delegates’ Property & Reserve Fund of Oxford University Press for the year ended 31 March 2010. The audited annual Accounts of the Trading Operations and the Delegates’ Property & Reserve Fund of Oxford University Press can be obtained from Oxford University Press, Great Clarendon Street, Oxford, OX2 6DP.

(Signed) Deloitte LLP
Chartered Accountants and Statutory Auditors, Reading, UK, 25 May 2010
### Abstract of the Combined Balance Sheet of the Trading Operations as at 31 March 2010

<table>
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<th>Year ended 31 March 2010</th>
<th>Year ended 31 March 2009</th>
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<tbody>
<tr>
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<td>Intangible assets</td>
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<td>Investments</td>
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<td>Stocks and work-in-progress</td>
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<td>Debtors</td>
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<td>Current asset investments</td>
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<td>Bank balances and cash</td>
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<td><strong>Less: CURRENT LIABILITIES</strong></td>
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<td>Creditors</td>
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<tr>
<td>Taxation</td>
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<td>Bank loans and overdrafts</td>
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<td><strong>NET CURRENT ASSETS</strong></td>
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<td><strong>TOTAL ASSETS LESS CURRENT LIABILITIES</strong></td>
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<td><strong>Less:</strong></td>
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<tr>
<td>Creditors due after one year</td>
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<tr>
<td>Provisions for liabilities</td>
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<td><strong>NET ASSETS EXCLUDING PENSION DEFICIT</strong></td>
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<td>PENSION DEFICIT</td>
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<td><strong>NET ASSETS INCLUDING PENSION DEFICIT</strong></td>
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<td>Accumulated fund</td>
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<td>Minority interests</td>
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<td><strong>248.6</strong></td>
<td><strong>222.1</strong></td>
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The above results relate to continuing operations.
<table>
<thead>
<tr>
<th></th>
<th>2010</th>
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<td><strong>FIXED ASSETS</strong></td>
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<tr>
<td>Tangible fixed assets</td>
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<td>Investments</td>
<td>10.5</td>
<td>51.9</td>
<td>82.7</td>
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<td><strong>TOTAL</strong></td>
<td>63.5</td>
<td>103.8</td>
<td>82.7</td>
<td>250.0</td>
<td>240.6</td>
</tr>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>3.7</td>
<td>0.2</td>
<td>-</td>
<td>3.9</td>
<td>2.5</td>
</tr>
<tr>
<td>Cash</td>
<td>3.3</td>
<td>-</td>
<td>1.6</td>
<td>4.9</td>
<td>10.7</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td>7.0</td>
<td>0.2</td>
<td>1.6</td>
<td>8.8</td>
<td>13.2</td>
</tr>
<tr>
<td>Creditors: amounts due within one year</td>
<td>(24.8)</td>
<td>(3.5)</td>
<td>(0.4)</td>
<td>(28.7)</td>
<td>(4.2)</td>
</tr>
<tr>
<td><strong>NET CURRENT ASSETS/(LIABILITIES)</strong></td>
<td>(17.8)</td>
<td>(3.3)</td>
<td>1.2</td>
<td>(19.9)</td>
<td>9.0</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS LESS CURRENT LIABILITIES</strong></td>
<td>45.7</td>
<td>100.5</td>
<td>83.9</td>
<td>230.1</td>
<td>249.6</td>
</tr>
<tr>
<td>Creditors: amounts due after one year</td>
<td>(3.6)</td>
<td>-</td>
<td>-</td>
<td>(3.6)</td>
<td>(24.1)</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td>42.1</td>
<td>100.5</td>
<td>83.9</td>
<td>226.5</td>
<td>225.5</td>
</tr>
</tbody>
</table>

**RECONCILIATION OF FUNDS**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2010</th>
<th>2010</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£'m</td>
<td>£'m</td>
<td>£'m</td>
<td>£'m</td>
<td>£'m</td>
</tr>
<tr>
<td>Opening balance</td>
<td>41.2</td>
<td>101.5</td>
<td>82.8</td>
<td>225.5</td>
<td>233.5</td>
</tr>
<tr>
<td>Net movement in funds</td>
<td>0.9</td>
<td>(1.0)</td>
<td>1.1</td>
<td>1.0</td>
<td>(8.0)</td>
</tr>
<tr>
<td>Closing balance</td>
<td>42.1</td>
<td>100.5</td>
<td>83.9</td>
<td>226.5</td>
<td>225.5</td>
</tr>
</tbody>
</table>

The above results relate to continuing operations.
Prizes And Awards For Oxford University Press Publications

OUP continues to win awards and prizes for its publishing across the world and throughout its Divisions. The Press picked up a total of 109 accolades this year including the renowned W.J.M Mackenzie Book Prize for political science, the New York Historical Society’s Book Prize, the Truman Capote Award for Literary Criticism, and the acclaimed scientific award the Marsh Ecology Book of the Year.
Business
Wadsworth Prize in Business History
Business Archives Council
Defending the Indefensible: The Global Asbestos Industry and its Fight for Survival
Jack McCulloch and Geoffrey Tweedale

Children's
Doncaster Book Award
Colony
J. A. Henderson
Weald Book Award
Hero.com: Rise of the Heroes
Andy Briggs
Coventry Inspiration Book Awards
Never Too Young category
Hurry Up and Slow Down
Layn Marlow
Blue Peter Book Awards
Book of the Year award
Frozen in Time
All Sparks
Blue Peter Book Awards
The Book That I Couldn't Put Down category
Frozen in Time
All Sparks
West Sussex Children’s Book Award
Frozen in Time
All Sparks
Somerset Teenage Fiction Award
Blade: Playing Dead
Tim Bowler
Scholastic Best Books
Peter Pan in Scarlet Illustrated Edition
Geraldine McCaughrean and David Wyatt
Scholastic Best Books
Christopher Nibble
Charlotte Middleton
Portsmouth Book Award
Billy Monster’s Daymare
Alan Durant Illus., by Ross Collins
Australian Awards for Excellence in Education
Primary Literacy Series Category
Oxford Literacy
N/A
Jomo Kenyatta Prize for Literature, Kenya
Children’s category (English)
The Prize
Elizabeth Kabui

Classics
2010 Outstanding Publication Award
Classical Association of the Middle West and South
Motivation and Narrative in Herodotus
Emily Baragwanath

Classics, Archaeology and Ancient History
Eugene S. Ferguson Prize
Society for the History of Technology
The Oxford Handbook of Engineering and Technology in the Classical World
John Peter Olson

Economics and Finance
Estoril Global Issues Distinguished Book Prize
Estoril Conferences jointly organised by the Institute for Strategic and International Studies (IIES) and the Municipality of Cascais
The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It
Paul Collier

Economics and Finance
Prize for the Best Monograph of 2007 and 2008
European Society for the History of Economic Thought
Jacob Mincer: The Founding Father of Modern Labor Economics
Pedro N. Teixeira

Electronic
British Society for Eighteenth-Century Studies (BSECS) Digital Prize for 2010
British Society for Eighteenth Century Studies
Electronic Enlightenment
Electronic Enlightenment Project
Project Director Robert McNamee

ELT
English Speaking Union
Duke of Edinburgh Book Award 2009
Oxford Word Skills: Learn and Practise English Vocabulary
Ruth Cairns and Stuart Redman

History, American
Ellis W. Hawley Prize
Organization of American Historians
What Comes Naturally: Miscegenation Law and the Making of Race in America
Peggy Pascoe

History, American
Kenneth W. Mildenberger Prize 2009
Diane Larsen-Freeman and Lynne Cameron

General
Senka Publisher of the Year 2009
Best Publisher in South Africa
OUP South Africa
National Book Critics Circle Award Finalist for Biography
National Book Critics Circle
Why this World: A Biography of Clarice Lispector
Benjamin Moser

Geography
Estoril Global Issues Distinguished Book Prize
Estoril Book Prize Jury awarded on an annual basis to books which offer outstanding analyses of global issues.
The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It
Paul Collier

Annual Report of the Delegates of the University Press 2009/10 | 33
Saltire Society Homecoming Award
Saltire Society Homecoming Literary Awards
A Passion for Nature: The Life of John Muir
Donald Worster

Vincent P. DeSantis Prize
Society for the History of the Gilded Age and Progressive Era
Suffragists in a Gilded Age: U.S. Expansion and the Woman Question, 1870-1929
Allison L. Sneider

Charles A. Weyerhaeuser Book Award
Forest History Society
Nature’s New Deal: The Civilian Conservation Corps and the Roots of the American Environmental Movement
Neil M. Maher

Book Prize for History
Los Angeles Times
Golden Dreams: California in an Age of Abundance 1950–1963
Kevin Starr

American History Book Prize
New York Historical Society
Empire of Liberty: A History of the Early Republic, 1789–1815
Gordon S. Wood

History, British and European
Herbert Baxter Adams Award
American Historical Association: best book in European history from 1815 to the present
Spies in Arabia: The Great War and the Cultural Foundations of Britain’s Covert Empire in the Middle East
Priya Satia

Pacific Coast Conference Book Prize
Pacific Coast Conference on British Studies
Spies in Arabic: The Great War and the Cultural Foundations of Britain’s Covert Empire in the Middle East
Priya Satia

West Bengal, India
Rabindra Puraskar
Penlussage: Mankind and the Global Ascendancy of Capital
Professor Aniya Kumar Bagchi

Joint winner of the Whitfield Book Prize 2008
Saltire Society
Royal Historical Society
Free Trade Nation: Commerce, Consumption and Civil Society in Modern Britain
Frank Trentmann

Roland H. Bainton Book Prize
Sixteenth Century Society and Conference
The Web of Empire: English Cosmopolitans in an Age of Expansion, 1560–1660
Alison Games

Prix de la recherche 2009
Ann Thomson

Women’s History Network Prize
Atlantic Families: Lives and Letters in the Later Eighteenth Century
Sarah M. S. Pearseall

Margaret W. Rossiter History of Women in Science Prize
History of Science Society
Making Women’s Medicine Masculine: The Rise of Male Authority in Pre-Modern Gynaecology
Monica H. Green

Language
National Library of Scotland/Saltire Society
Research Book of the Year Award
Saltire Society Homecoming Literary Awards
The Historical Thesaurus of the Oxford English Dictionary
Edited by Christian Kay, Jane Roberts, Michael Samuels and Irene Waterson

Law
Hart Socio-Legal Book Prize
Socio-Legal Studies Association
On the Law of Peace: Peace Agreements and the Lex Pacificationis
Christine Bell

American Society of International Law Certificate of Merit 2010
American Society of International Law (ASIL)
A Common Law of International Adjudication
Chester Brown

Life, Plant, and Zoological Sciences
2009 Marsh Ecology Book of the Year
British Ecological Society
Understanding Flowers and Flowering: An Integrated Approach
Beverley Glover

Bill Venter/Altron Literary Award
Altron Group, South Africa
Insect Physiological Ecology: Mechanisms and Patterns
Steven L. Chown and Sue W. Nicolson

The Gerald L. Young Book Award in Human Ecology
Society for Human Ecology
Sustaining Life: How Human Health Depends on Biodiversity
Eric Chivian, Aaron Bernstein

Literature
Sahiyo Akademi
Prize for Translation
Topi Shukla
Rahi Masoom Raza. Translated by Meenakshi Shivram & introduction by Harish Trivedi

Robert Rhodes Prize for Books on Literature
American Conference for Irish Studies (ACIS)
The Last Minstrels: Yeats and the Revival of the Bardic Arts
Ronald Schuchard

2009 Truman Capote Award for Literary Criticism
University of Iowa Writers’ Workshop
Collected Critical Writings
Geoffrey Hill

2009 David Bevington Award for Best New Book in Early Drama Studies
Medieval and Renaissance Drama Society
Shakespeare in Parts
Simon Palfrey and Tiffany Stern

James Russell Lowell Prize
Modern Language Association
Victorian Glassworlds: Class Culture and the Imagination, 1830-1880
Isobel Armstrong

Joint winner of the 2008 James Holly Hanford Award
The Milton Society of America
John Milton: Life, Work, and Thought
Gordon Campbell and Thomas N. Corns

2008 John T. Shewcross Award
The Milton Society of America
Laura Lunger Knoppers

Prize for a Distinguished Scholarly Edition
The Modern Language Association of America
Thomas Middleton: The Collected Works/Thomas Middleton and Early Modern Textual Culture
Gary Taylor and John Lavagnino

Medicine
Best Specialist Book Award 2009
Medical Journalists’ Association
The Making of Mr. Gray’s Anatomy
Ruth Richardson

Arthur Shapiro Award for the Best Book in Hypnosis
Society of Clinical and Experimental Hypnosis
The Oxford Handbook of Hypnosis: Theory, Research, and Practice
Michael R. Nash and Amanda J. Barnier
Music

- Alejandro L. Madrid, From Tijuana to the World: Nor-Tec Rifa! Electronic Dance Music
- Alan Walker, Study of Popular Music
- Gabriel Jackson, The Spacious Firmament
- Craig H. Russell, Pageantry in California Missions
- Annie J. Randall, Music in the Galant Style
- Kathryn Briggs, The Folklore Society: Music for National and International Affairs
- Matthew Flinders, Walking without Order
- Howard R. Behrens, Functional Beauty
- Glenn Parsons and Allen Carlson, Epiceranism at the Origins of Modernity
- Katherine Wilson, The Language and Reality of Time
- James T. Demos and Patrick O'Donnell, The Riddle of Hume's Treatise: Skepticism, Naturalism, and Irrationality
- Paul Russell, Music in the Galant Style

Philosophy

- The American Society for Aesthetics, Outstanding Monograph Award: Functional Beauty
- American Political Science Association, Mirra Komarovsky Book Award: In Search of the Black Fantastic: Politics and Popular Culture in the Post-Civil Rights Era
- The Australian Psychological Society, Bernard Lovell Prize: Inertial Systems
- John A. Hall, Centre for Philosophy of Science, The Search for an Overlapping Consensus: Andrew F. March

Politics

- W. J. Mackenzie Book Prize for 2009: Delegated Governance and the British State: Working without Order
- The Eastern Sociological Society, Mirra Komarovsky Book Award: Unanticipated Gains: Origins of Network Inequality in Everyday Life
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Science

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Reference

- Australian Book Award from the US Branch of the American Library Association: Christians in History: A Very Short Introduction
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