The SAGE story
1965
SAGE granted its corporate charter in New York City. *Urban Affairs Quarterly* rolls off the press nine months later.

1966
Sara Miller moves to California, marries George McCune, forming the union that inspired the company’s name - *SAra* and *GEorge* (SAGE).

1971
SAGE Publications, Ltd. established in London.
1981
SAGE Publications India Pvt. Ltd. established in New Delhi. SAGE London publishing program launched.

1986
SAGE corporate headquarters in California moves from Beverly Hills to Thousand Oaks.

1990
Corwin launched.

1995
SAGE extends journals program into science, technology and medicine.
The SAGE story
SAGE, from the “SA” in SAra and the “GE” in GEorge, was “a wise choice for a new scholarly publishing company.”
SARA MILLER started SAGE in 1965 at the young age of twenty-four in a one-room office at 150 Fifth Avenue in New York City. Initial funding for the company was $500: Sara used her life savings and George D. McCune (a friend and mentor) donated a used air-conditioner.

SARA HAD only three-and-a-half years of experience in the publishing business, first at Macmillan Inc. in New York and then at Pergamon Press Ltd in Oxford, UK. Disenchanted with large-scale publishing houses, Sara started out on a lifelong mission: to support the dissemination of usable knowledge by publishing innovative and high-quality research and teaching content.

SARA'S MENTOR, and later her husband, George D. McCune played a crucial role as champion for her plans. He held a senior-level job at Macmillan and joined Sara when she moved the company to California.
THOUGH FRIENDS and family thought her too young and inexperienced to found a publishing company, Sara felt she had nothing to lose and everything to gain.

ON THE evening her corporate charter was granted, timely drinks with City University of New York professor Marilyn Gittell, a friend and former mentor of Sara’s, provided the perfect launch publication for SAGE: a new journal, *Urban Affairs Quarterly*.

AT THIS point, Sara was SAGE’s sole employee. By day she worked as a consultant at three small publishers in New York, and by night (and in every spare moment she had), she worked at SAGE. She did the copyediting and proofreading, watched the typesetting forms lock up, and smelled the ink as it rolled off the press in September 1965. Just like a pregnancy, it took nine months for SAGE to give birth to its first journal.
American Behavioral Scientist, which Sara first acquired in 1965, remains one of SAGE's flagship journals today.
LONG BEFORE the first issue of *Urban Affairs Quarterly (UAQ)* rolled off the press, Sara traveled around the United States, gathering as many names of urban affairs specialists as possible. She introduced herself to social scientists and scouted for books or other periodicals to publish, especially in politics and sociology.

AT NIGHT Sara typed addresses onto a one-page self-mailer, licking the 4¢ stamps herself. At first she could only afford to mail to five hundred names. But as the $12 checks came in, she was able to mail to a thousand names at a time and later on to thirty-six hundred.

SARA QUICKLY learned the effectiveness of highly targeted direct mail. By the time the first issue of *UAQ* was printed, she had sold enough subscriptions to pay the printer. Contracts to publish the first volume of *Urban Research and Policy Planning*, the first volume of the Urban Affairs Annual Reviews series, and to acquire the journal *American Behavioral Scientist* followed.
Westward Ho!

IN JUNE 1966 SAGE relocated to Southern California, and in October of that year, Sara and George were married. They started married life in an apartment near SAGE’s recently rented offices in Beverly Hills. Publishing decisions in these early days were often made in their breakfast nook or over their dining room table.

BY THIS time SAGE had generated first-year revenues of just $12,000. The first full fiscal year in California would see that grow to nearly $100,000 as the business expanded its product portfolio.

BY THE end of the ’60s, SAGE had ventured into new disciplines and fields including interdisciplinary subfields, such as law and society, political sociology, and urban education. With expansion and modest additional capital, this period also marked the beginning of two important publishing directions: the SAGE papers and the decision to go global.
The 1970s:  
The Great SAGE Papers Caper


**SHORT AND** written on timely topics, these publications provided a much-needed outlet for scholarly monographs and “occasional papers,” which were considered too short for books but too long for academic journals. A second series, SAGE Research Papers, quickly followed.

**SAGE MARKETED** these to academic libraries at $36 for a series of twelve. To ensure a high-quality product, they appointed an editor and a small advisory group to select the best papers in each field.

**DESPITE THE** founders’ enthusiasm, the Professional Papers and Research Papers series ran at a loss of ten to fifteen thousand dollars each year and were discontinued in 1981. They did however set the blueprint for one of SAGE’s most successful products: the *Quantitative Applications in Social Sciences*... also known by their nickname as “the little green books.”

Sara and George at LAX, 1966. From Beverly Hills, SAGE would later move further up the coast to Thousand Oaks in 1986.
JUST FIVE years after SAGE California was incorporated, in 1971 Sara and George formed SAGE London. At this time, the United Kingdom and Europe generated 10 percent of SAGE’s business.

WORKING WITH a launch partner, the successful book distributor Eurospan Ltd, the new UK company initially provided an international marketing and distribution center for SAGE’s existing products. But Sara and George also wanted to start a European publishing program to complement the American list.

IN 1972 SAGE purchased five journals from Greenwood Publishing Group and thereby became a publisher of innovative work by UK and European social scientists.

SARA AND George hired David Brooks, then running a direct-mail outlet (International Book Information Services), as SAGE’s first UK managing director in January 1972.
Shaping Research Methods in the 1970s

**SAGE IS** credited with being an early driver in publishing social science research methods and is the world’s largest publisher of social science research methods today.

**DURING SAGE’S** first ten years, friendships were developed with notable social scientists, several serving on the editorial boards of SAGE’s journals. These included scholars Donald Campbell, the well-known social psychologist, and distinguished sociologist James Coleman. These individuals were leaders for not only their pathbreaking research but also for their advances in social science research methodology.

**IN 1972** SAGE launched two journals: *Urban Life and Culture* (now the *Journal of Contemporary Ethnography*), which had a qualitative orientation, and *Sociological Methods and Research*, which was primarily quantitative. Both focused on methods, laying the groundwork for a more extensive methods program at SAGE.
When government and politics professor Eric Uslaner suggested to Sara in 1976 that she publish short, practical books on important quantitative research methods, no one would have predicted their enormous success.

By that summer SAGE’s Quantitative Applications in the Social Sciences (QASS) series was under way. Known as the “little green books,” they took their alias from the plain green covers that bore nothing but a title, the author’s name, and the name of the series. Iverson and Northporth’s Analysis of Variance, Nagel’s Operations Research, Asher’s Causal Modeling, and Henkel’s Tests of Significance were the first books in the series and, at $2.95 each, were met with immediate success.

With this series, covering all social sciences and appealing to both researchers and students, SAGE had a viable “papers” series. Mitch Allen, a member of SAGE’s editorial team at the time, described how “they sold like hotcakes.” Libraries placed standing orders for sets and SAGE issued and sold them four at a time.
HELPING TO train a whole generation of social scientists in statistical techniques for the analysis of social data, the little green books became key teaching resources and long-lasting best sellers.
SAGE was one of the first publishers to understand and publish ethnographic or qualitative research and textbooks.
Qualitative Research Methods in the 1970s

IN THE 1970s qualitative methods were still developing in their visibility and general acceptance. SAGE published works by symbolic interaction sociologists who studied deviance and everyday life on the urban fringe. Erving Goffman and other symbolic interaction pioneers influenced many of these authors and their work. SAGE subsequently published its first truly qualitative methods book, Jack Douglas’s *Investigative Social Research*, in 1976, and from there, the qualitative methods list continued to expand.

The Little Blue Books

AS WITH the QASS Series, SAGE capitalized on the interest in qualitative methods by launching the Qualitative Research Methods (QRM) series devoted to books by distinguished authors. Dynamic social scientists from a broad range of disciplines formed an editorial team: John Van Maanen from management, Peter K. Manning from criminology, and Marc L. Miller from applied anthropology. Today, there are more than fifty volumes in this series.
UNTIL THE 1970s evaluation was largely unknown to publishers. SAGE’s early involvement began in 1975 with the publication of the *Handbook of Evaluation Research* (Struening and Guttentag), which at the time was a risky proposition. Sara recalls how she “bet the store” on the success of such a handbook. She remembers feedback from a distinguished sociologist who advised her that she should only print 2,000 copies and that these might be difficult to sell. SAGE printed 3,000 (but prudently bound only half at first). Instead, orders came in fast and furious; a second print order had to be placed just a month later.

THIS EXPERIENCE revealed an unmet need. Academics were hungry for evaluation tools. Evaluation was being added to every grant application, and individuals needed to cite the tools of evaluation they were using. SAGE stepped in with a diverse line of products: book series such as the *Evaluation Studies Review Annual* (Glass) and journals such as *Evaluation Quarterly* (now the *Evaluation Review*). Mitch Allen, then editor for sociology at SAGE, later described the decision to publish evaluation texts as “insightful and enlightened.”
MICHAEL QUINN Patton, a leading expert in evaluation, recalls how in 1978 he approached Sara Miller McCune at the American Sociological Association meeting in Chicago with a manuscript that would become one of the standards in the field of evaluation. Michael had approached several publishers, but none seemed interested in his evaluation manuscript. He turned to Sara, gave her a few chapters to read, and recalls how she read all five chapters overnight—and understood them. *Utilization-Focused Evaluation* became an instant best seller, and today is in its fourth edition.

IN 1989 the American Evaluation Association recognized Sara Miller McCune and SAGE with its Lifetime Contribution Award.
The 1980s: Global Expansion

**BY 1980** Sara and George felt sufficiently secure with the company’s growth to explore a further international venture. After considering numerous options, they chose India. With its huge population, wide use of English in commerce and education, and large education system (150 universities, more than 6,000 colleges, and 100 social science research institutes), there was a clear demand for high-quality social science publishing. SAGE India was launched as a jointly owned company with a slight majority of shares owned by Tejeshwar Singh, formerly Macmillan India’s vice president. The trading agreement (modeled on SAGE London) enabled SAGE India to distribute SAGE California and London products while building up the infrastructure needed to develop a local publishing program.
Today there are more than 220 employees based in New Delhi, Chennai, Kolkata, and Dehradun under the direction of managing director, Vivek Mehra. SAGE India has a diverse portfolio of books and journals covering all areas of the social sciences. They also operate a successful local language publishing program in addition to English language content.
Supporting New Disciplines

CONNECTIONS WITH eminent social scientists fostered SAGE’s growth. As new fields and subfields emerged, SAGE stepped in to support them: from interpersonal violence to communication, gender studies, and applied social research.

IN THE United Kingdom, with a surge of interest in critical and cultural approaches to the social sciences, SAGE put itself at the forefront by publishing established journals, notably *Media, Culture & Society* and *Theory, Culture & Society*, and launching several titles including *Feminism & Psychology* and *Theory & Psychology*.

IN 1980 Michael Quinn Patton’s publication *Qualitative Research and Evaluation Methods* bridged the worlds of evaluation and qualitative methods. Connecting new ideas in quantitative and qualitative research enabled new methods to advance within accepted parameters. The journal *Qualitative Inquiry*, edited by Norm Denzin
and Yvonna Lincoln, became a natural home for discussions around these new paradigms, exploring the qualitative framework with a multidisciplinary approach.

MANY OF these launches initiated in the 1980s have become major outlets for critical and cultural research in their respective fields. These were large risks for a new business—publishing in developing areas or with younger authors—but Sara and George were genuinely swept away in their editors’ and authors’ enthusiasm over what they were doing and how their research could be used for the betterment of society. SAGE is proud to have contributed more than 150 new journals to the academic community.

WORKING WITH new authors, who would ultimately become major players in their fields, SAGE helped a new generation of scholars spread their visions for scholarship.
The 1990s: Increasing Diversity

During the 1990s, SAGE published specialized, procedural qualitative books on various techniques, such as grounded theory, heuristics and phenomenology, social research, ethnography, case study research, and general methods. SAGE also developed encyclopedias, handbooks, and dictionaries on research methods.

The diversity in the qualitative product line was matched with the diversity in disciplinary affiliation of SAGE's authors: from education and sociology to anthropology and nursing. SAGE has published books on postmodern interviewing, critical theory, empowerment, action research, feminist research, family studies, communication, and psychology.

This time period also marked an important transition, when Sara and George appointed George's son, David F. McCune, as president and CEO of SAGE in 1989. George had successful open-heart surgery in early 1982, but passed away suddenly in mid-1990 of cardiac disease. Sara continued to serve as Executive Chair of the SAGE group of companies.
Experiments with Software

IN ADDITION to expanding its publishing program, in 1995, SAGE created Scolari—a software division to market several qualitative data analysis products, such as NUD.IST (later to evolve into NVivo), SAGE/SRM Database of Social Research Methodology on CD-ROM, Diction (a text analysis program), and Decision Explorer (an idea mapping and strategy tool).

THESE PRODUCTS were joined by other qualitative data analysis software tools, such as Atlas.ti, the Ethnograph, HyperRESEARCH, and Code-a-Text. Other additions included the survey software programs SphinxSurvey and Results for Research, the research design program of Methodologist’s Toolchest, as well as the BEST program for the observation and analysis of behavior. By 2004 SAGE had discontinued these software sales due to Internet availability and other changes in the marketplace. The company’s interest in making research methods and material available online remains unabated, as developments a few years later reveal.
IN 1991 David McCune and Gracia Alkema (Corwin's president from 1991 to 2001) together launched Corwin with a vision to assist administrators and teachers to be more effective in achieving their educational goals.

STARTED UNDER the leadership of David McCune while he was CEO of SAGE, Corwin offers practical, hands-on resources to help preK–12 education professionals do their work better, with a dual mission to help advance the field and improve education for all learners.

CORWIN PUBLISHES an array of practitioner-friendly books on such important topics as educational leadership in both regular and special education, curriculum development, multicultural education, and education law.
Pine Forge Press

SOON AFTER Corwin, Pine Forge Press was launched under the direction of David McCune by publisher and founder Steve Rutter.

PINE FORGE was a social science textbook imprint for the midlevel undergraduate curriculum and redefined for SAGE what a successful book publishing program needed to do in the 1990s: uphold a concept about a certain type of textbook that could reach a specific segment of the market. Ultimately SAGE saw the success of Pine Forge and shifted its editorial direction closer to Pine Forge, with the decision taken to publish all college textbook titles under the SAGE imprint, globally.
BEGINNING IN 1995, as Sara’s day-to-day involvement in running SAGE decreased, she began to nurture another long-held dream. She and George had established the McCune Foundation in 1990. Through this family foundation, Sara would go on to support a range of philanthropic projects in the United States, the United Kingdom, and India, where SAGE had offices. These included providing books for university students in India and London as well as helping set up medical clinics and digging wells in rural India.

HOWEVER, THE focus of the foundation shifted over the first decade, partially under the influence of early board member Marilyn Gittell and also later with additional insights from board member Sandra Ball-Rokeach. Both Marilyn and Sandra were strong advocates for a new kind of collaborative effort involved with building social capital. By the end of the 1990s, the foundation was no longer directing efforts toward individual charity and service delivery but moving in the direction of building community capacity locally in low-income communities of Ventura and Santa Barbara Counties. These efforts focused on encouraging people to organize themselves in pursuing policies to suit their particular needs.
The coming new millennium would usher in a decade of business growth and philanthropic giving that would exceed all expectations. In 2003 Sara was the national winner of the Ernst & Young Spirit of Entrepreneurship award for extraordinary leadership. She was also honored alongside Hillary Clinton and Ellen Johnson Sirleaf, the president of Liberia, by Women’s Campaign International at a 2008 event titled “Shattering the Glass Ceiling: Honoring Inspirational Women around the Globe.”

Sara has continued to expand her interest in philanthropy at both the local and national levels. In 2005-2008 she personally supported the Millennium Villages in Nigeria, which became models in the region. She currently serves as a member of the Board of Directors for the American Academy of Social and Behavioral Sciences, the Center for Advanced Study in the Behavioral Sciences (CASBS) at Stanford University, and the USA Board of London’s renowned Shakespeare’s Globe Theatre.
Accelerated Growth

THE YEARS between 1995 and 2005 were a period of accelerated growth for SAGE. The company doubled in size twice during this time frame.

MUCH OF this growth came from the continued investment in SAGE’s journals program under David McCune. SAGE signed several important journals contracts in the 1990s for titles which are still published today, such as Critical Social Policy and the Journal of Psychopharmacology.

IN 1998 SAGE acquired Paul Chapman Publishing in London. Because Paul Chapman had two main publishing programs, one in social sciences and another in education, it was an ideal addition to SAGE’s existing range of content with complementary textbooks. This list grew dramatically to ten times its size after moving to SAGE.
The 2000s: SAGE Reference

**SAGE REFERENCE** was launched in January 2001 with the vision of publishing authoritative reference works in the social sciences for the academic library market.

**THE FIRST** SAGE Reference products were published in 2002, led by the *Encyclopedia of Crime and Punishment*, a four-volume work that won numerous awards and achieved sales of nearly one million dollars. In the following years, the list of encyclopedias grew and so did the awards; more than 40 percent of SAGE’s Reference titles became award winners. By 2006 SAGE Reference was recognized as one of the leading reference publishers by *Library Journal*.

**TODAY MORE** than one hundred SAGE Reference titles have been published, edited by world-class social science scholars and consisting of tens of thousands of articles written by more than thirty thousand academics worldwide.
Growth into Scientific and Medical Publishing

PRIOR TO the mid-1990s, SAGE had published journals mainly in the social sciences and had – aside from nursing – never published in STM (science, technology, and medicine) areas, such as chemistry, biology, engineering, or medicine.

IN 1998, after a few experiments with medical journals, SAGE had its first success with a new launch title in engineering: Journal of Vibration and Control. This was quickly joined by the purchase of the International Journal of Robotics Research from MIT Press—today the number one journal in robotics internationally. From here, growth in medical publishing followed, with SAGE winning the contract to publish the Journal of Clinical Pharmacology.
THE ACQUISITION of Technomic in 2001, with its line of more than twenty engineering journals, and then Hodder’s Arnold Journals in 2006, which published both social science and medical journals, established SAGE firmly in STM publishing. This area of SAGE’s journals publishing program would continue to grow at a rapid pace, with the acquisitions of the IMechE journals in 2010 and the RSM Journals in 2012 (see page 45).
THE AREA of mixed methods grew at SAGE over a number of years, beginning in the late 1980s. By 2005 Abbas Tashakkori and John W. Creswell had proposed that SAGE launch the *Journal of Mixed Methods Research*. The journal has helped to legitimize the field of mixed methods, providing researchers with a common language and shared forum to express their approach, regardless of geographic or subject boundaries.

SAGE NOW continues its drive in publishing the latest trends in research methods, including online interviewing, video and audio data collection procedures, and technology and its use in data collection. There is also a renewed interest in evaluation, increased interest in qualitative research in the health sciences, a focus on narrative research, a greater sensitivity to ethical issues, an emphasis on social justice research, and a continued focus on research training and the systematic syntheses of literature and data.

IN 2009 SAGE launched an online community for research methods: [www.methodspace.com](http://www.methodspace.com).
THIS SITE continues to flourish, with more than sixteen thousand members.

SAGE RELEASED SAGE Research Methods, its first online tool for research methods students and researchers in 2010. Containing one hundred thousand pages of SAGE’s renowned book, journal, and reference content, SAGE Research Methods provides advanced search and discovery tools to explore methods across the social sciences.
SAGE Knowledge, an e-book platform for the social sciences, launched in 2012.
DURING THE 1990s, as the Internet and the World Wide Web developed, it became apparent that there would be a transformation of how publishing took place. SAGE thus realized its journals needed to shift from static print objects to electronic formats, at least alongside the print. By the beginning of the new millennium, under a new management team, SAGE began to transition all of its journals to its first online platform. All of its journals would be online by 1998. Since 2004 they have been hosted by HighWire Press, a division of Stanford University.

BY 2007 SAGE had launched SAGE Reference Online (SRO). With regard to academic research, including peer-reviewed publications of scholarly work and reference publishing, it made sense to provide a more dynamic electronic environment for ease of access and in-depth searches of material.

BY THE end of the decade, SAGE would move further into database and online products, continuing to grow in rapid and exciting ways.
IN 2008 SAGE acquired CQ Press, a major textbook and reference publisher in political science, based in Washington, DC. With this acquisition, SAGE strengthened its position as publisher of the social sciences, adding complementary book and reference content to SAGE’s portfolio in the political sciences. CQ Press also has a strong—and growing—range of online database products.

CQ RESEARCHER, originally founded in 1923 as Editorial Research Reports, features a series of themed reports published in print and online. It is noted for its in-depth, unbiased coverage of health, social trends, criminal justice, international affairs, education, the environment, technology, and the economy.

STATE STATS, launched in 2012, is a dynamic resource incorporating data from more than eighty different government and nongovernment sources. A rich collection of more than two thousand series of current and historical data on popular topics of research interest serves as the foundation of this database.
Further International Growth

**BY 2005** SAGE had a new management structure, with Blaise Simqu, who had been a SAGE employee since 1986, appointed as CEO.

**WITH THE** company’s considerable growth, both in its program and international reach, further expansion was possible.
SAGE ASIA-PACIFIC was thus founded in 2006, providing a route into East Asia. Headquartered in Singapore, a team was established to provide marketing and sales for all of its products in this region. Further growth from 2006 onward has placed representatives throughout Asia including staff in Beijing, Japan, Taiwan, Korea, Malaysia, and Australia. In 2011 a commissioning editor was also recruited from the SAGE UK office to begin an Asia-Pacific publishing program.

SAGE TODAY has more than twelve hundred employees around the world, with staff on the ground across five continents including sales offices in Beijing, Cairo, Tokyo, Kuala Lumpur, Melbourne, Seoul, and Taipei, and representatives based across North and South America in Chicago, Atlanta, Los Angeles, Philadelphia, Mexico City, and Rio de Janeiro.
Further Acquisitions

**THE NEXT** significant addition to SAGE’s journals program came in 2010, when SAGE and the Institute of Mechanical Engineers signed a long-term partnership to publish all eighteen of the institute’s academic journals, including the highly respected sixteen-part Proceedings of the IMechE. This arrangement, combined with SAGE’s existing science and engineering portfolio, marked SAGE the third largest publisher in mechanical engineering.

**A MAJOR STRATEGIC** acquisition for SAGE’s textbooks program came in 2011 when SAGE acquired Learning Matters, a leading publisher of market-focused books and e-books for professional and vocational courses in education, social work, nursing, and health. Much loved by students across the United Kingdom, the books further enhanced SAGE’s offerings for undergraduate and professional education courses in these disciplines. In 2012 two further acquisitions set the stage for SAGE’s future publishing.

**IN OCTOBER** 2012 SAGE acquired Adam Matthew, an award-winning publisher of primary source collections for the humanities and social sciences. Sourced from leading libraries and archives around the world, their unique research and teaching collections
cover a wide range of subject areas from medieval family life to twenty-first-century culture. This was a significant acquisition for SAGE that fits strongly with SAGE’s growth into born-digital publishing solutions for the library market.

AT THE end of 2012, SAGE acquired the journals program—including twenty-eight titles—of the Royal Society of Medicine (RSM), one of the largest providers of continuing medical education in the United Kingdom, reaching medical professionals and students around the world. As part of this agreement, SAGE would publish the journals of several leading medical societies, including the RSM itself. After a decade of growth across clinical medicine, this agreement now establishes SAGE as one of the world’s top five medical journal publishers.
SAGE at Fifty

IN 2015 SAGE will celebrate fifty years of independent publishing. Remaining true to Sara Miller McCune’s vision, SAGE continues to pursue its mission of being the publisher of the social sciences. SAGE passionately advocates for the social sciences, developing new fields of inquiry, supporting changing scholarship publishing models, and championing the role of social science to media, policymakers, and society at large. In recent years, SAGE has worked extensively with social science organizations including the American Academy of Political Science, the Federation for Associations in Brain and Behavioral Sciences (FABBS), the Consortium of Social Science Associations (COSSA), the British Academy, and the Academy of Social Sciences. In these and many other partnerships, it has promoted the value of the social sciences, with activities ranging from publications to sponsored events. SAGE has also launched new platforms for communication, such as the international community site and blog network Social Science Space, and funded a major podcast series, Social Science Bites.

IN ADDITION SAGE will continue to expand its publishing program in medicine and engineering, growing both traditional and open access journals and working with a growing number of societies and associations. SAGE offers societies in these disciplines an attractive alternative to both the major publishing corporations on one hand
and university presses on the other. As an independent publisher, it is able to offer global reach and international dissemination while still maintaining strong individual relationships with its partners.

**SAGE REMAINS** able to grow while still retaining its fierce commitment to education and scholarship, academic excellence, and alignment with its publishing partners. Sara’s estate plan secures the long-term future of SAGE as an independent publisher. On her death, control of SAGE and its shares will be vested in a trust where a small group of charitable organizations will own nonvoting shares that generate dividend income. The trust will be charged with maintaining the company as an independent scholarly and educational publisher for the indefinite future—and will also be prohibited from selling SAGE.

**SAGE WILL** continue to adapt as the world of scholarship and education continues to evolve. Believing passionately that engaged scholarship lies at the heart of any healthy society and that education is intrinsically valuable, SAGE aims to be the world’s leading independent academic and professional publisher throughout the coming decades and beyond.
1998
First SAGE journals content is available online. Paul Chapman Publishing joins the SAGE family.

2001
SAGE Reference is launched.

2004
Blaise Simqu appointed as CEO.

2006
SAGE Asia-Pacific established in Singapore.

2008
CQ Press joins the SAGE family.

2004
SAGE Journals Online platform launched in partnership with HighWire Press.
2010
SAGE acquires the journals publishing program of the Institution of Mechanical Engineers.

2012
SAGE acquires primary sources publisher, Adam Matthew, based in Wiltshire, UK.

2012
SAGE also signs a landmark agreement with the Royal Society of Medicine (RSM) to acquire its journal program.

2011
Learning Matters, a leading UK publisher in the education and social work markets, becomes a SAGE imprint.

2013
Incorporation of SAGE’s offices in Beijing, China, and Rio de Janeiro, Brazil.