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# “It’s Anonymous. It’s *The Economist*”. The Journalistic and Business Value of Anonymity

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## ABSTRACT

The Economist is nowadays, at its 177 years, the only major news brand that remains loyal to its core values of journalism, but also to its business model.

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exception, on has been, both from ses the with the idea oblems of business ity—with its capacity the central

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## Disclosure statement

No potential conflict of interest was reported by the author(s).

## Notes

1 “Newspapers as Property” had no bylines, as the rest of The Economist articles. However, St John-Stevas, in his Collected Works of Walter Bagehot, includes this text in the collection of journalistic works of the author of Lombard Street and The English Constitution (St John-Stevas [1986](#), 408).

2 I will use the term “magazine” to refer to The Economist, even though I am fully conscious that the word “newspaper” is used in its newsroom. In the past, the reason was the peculiar way of covering the weekly topics and to the conversion of its weekly newsroom into a “daily” newsroom every Thursday. Today, the publication is always daily as well as weekly, starting with Espresso in the morning through to the collection of articles in “The Economist Today”, published on the website and sent out in a newsletter at the end of the working day in America. Plus, there are also daily podcasts, and social media messages (Daniel Franklin, The Economist Executive Editor, 2020, personal communication).

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