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"It's Anonymous. It's *The Economist*". The Journalistic and Business Value of Anonymity




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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 a newsletter, daily podcasts, and social media posts, 2020, personal

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