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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 founding principles, but also a magazine that has been able to maintain its journalistic and business dimension—while, both from a professional and a practical point of view, it has managed to remain at the central point of this work, some related problems will also be noted.

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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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