**SALES CHEAT SHEET: Bloomsbury Encyclopedia of Philosophers**

**Basic Info**

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| Sales Model | Subscription only |
| Sales Keywords | Extensive, global, broad, history of philosophy, interdisciplinary, intercultural, authoritative, detailed, cross-referenced and indexed |
| Related Products | Bloomsbury Cultural Histories; Dictionary of Modern American Philosophers; Dictionary of Early American Philosophers; Dictionary of 20th Century British Philosophers; Dictionary of 17th Century French Philosophers; Biographical Encyclopedia of Islamic Philosophers |
| Primary and Secondary Markets | Libraries at institutions teaching philosophy, history, literary studies, religious studies. |

**Keynote**

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| * The *Bloomsbury Encyclopedia of Philosophers* brings together thousands of thinkers from a wide range of subjects, schools of thought, places, time periods and traditions, granting researchers access to a broad and global history of intellectual thought. |

**3 Key Sales Points**

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| * Presents a broad and global collection of thinkers |
| * Offers impressive coverage with entries on thousands of philosophers |
| * Features major thinkers alongside those figures often neglected in historical surveys, connecting their work in new ways |

**5 Features and Benefits**

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| **Feature** | **Beneficiary** | **Benefits** | **Example** |
| **1. Extensive search options**: users can search by key word and entries are indexed by subject, school of thought, place and period | * Researchers, students and librarians | * For the first time researchers will be able to easily pull comprehensive lists of thinkers based on a particular subject, time period, place or school of thought. * Taxonomy facets relevant to those in philosophy depts. as well as working in the humanities * Widens appeal of encyclopedia by easily showing the subjects that are available: economics, history, classics are just some of the areas listed under subject. |  |
| **2. Cross-referencing between entries** | * Researchers and librarians | * Allows new connections to be made between thinkers * Provides a broader understanding of different traditions |  |
| **3. Includes thinkers from outside the West** | * Librarians, Researchers and Students | * The first digital philosophy encyclopedia to take a global approach to the history of philosophical thought, reflecting current research trends * Provides a broader understanding of different traditions |  |
| **4. Interactive timeline** | * Librarians, Researchers and Students | * Allows users to discover new thinkers * Offers another way to navigate the encyclopedia by historical period and theme * Places the thinker in their historical context: contextual categories includes Literature and the Arts; Politics and Conflicts and Science and Invention |  |
| **5. Detailed entries**: each entry covers life, work and reception of a thinker and include a bibliography and further reading suggestions | * Librarians, Researchers and Students | * Understanding the influence and reception of a thinker is a major part of study in the history of philosophy * Detailed entries match those offered by the competition |  |

**Competitor Comparison**

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|  | **Bloomsbury Encyclopedia of Philosophers** | **Stanford Encyclopedia of Philosophy** | **Routledge Encyclopedia of Philosophy** |
| **Content Breadth** | * Year 1: over 7,000 biographical entries * Year 5: over 10,000 biographical entries | * Total entries: 2,000 (approx. 375 biographical entries) | * Total entries: 2,800 (approx. 900 biographical entries) |
| **Content Depth** | * Entries are around 1200 words covering the life, work and reception of a thinker. * Each entry is accompanied by a bibliography and a further reading list. * Includes thinkers from outside the west including Islamic, Chinese, Indian, Japanese. By year 3 we will have over 200 entries on Chinese and Indian thinkers. New entries will be added to different regions year on year. | * Entries are approximately 1500 words. * Entries include a comprehensive bibliography. No further reading suggestions * Focus on Anglo-American philosophy: very few entries on thinkers outside the West | * Entries are approximately 1200 words. Includes a comprehensive bibliography and reading suggestions * Focus on Anglo-American philosophy: very few entries on thinkers outside the West. Approximate numbers include: Indian 86 entries; Slavonic 93 entries; Japanese; Chinese Korean 117 entries ; African 25 entries; Latin America 18 entries |
| **Content Value** | * All entries are cross referenced * Entries organised by place, period, subject, school of thought * Overseen by a strong editorial team, we can be confident about the value of our content; it stands up well in comparison to the competition. The entries planned for Years 1 and 2 are from Dictionaries that received **Choice** **Outstanding Academic Title awards**: extract from their reviews below:   **The Dictionary of Modern American Philosophers**  “Entries are consistently clear and widely accessible, covering salient biographical and career information, followed by discussion of the subject’s thought and work, and concluding with a usefully up-to-date bibliography of varying depth. . . A unique, valuable addition to philosophy reference collections*.* **Summing up: Highly recommended**.” –***CHOICE,* November 2005**  **The Dictionary of seventeenth-century British philosophers**  “Each entry has a bibliography of works by the philosopher and further readings, the latter including both biographical and specialized studies. Clear writing and well-chosen cross-references make this source all the more useful. **Recommended for all research collections”**. – ***CHOICE,* 2000**  **The Dictionary of British classicists**  “The recent, monumental *Oxford Dictionary of National Biography* (CH, Feb'05, 42-3132) will provide sufficient coverage of classicists for most collections, but from a random sample of ten entries from Todd, only six appeared in ODNB. Todd's dictionary draws together many elusive facts about the history of classical philology previously scattered through disparate Festschriften, memoirs, and senior common room legend. . **Summing Up: Highly recommended. Research libraries.”- *CHOICE*, 2004** | * No cross-referencing * Brief related entries list * Entries are presented in a table of contents; cannot browse entry based on subject, place, school of thought or time period * A trusted resource overseen by a highly respected editorial team | * Entries are cross-referenced * Entries organised by Topic, Regions, Religions and Periods * A trusted resource overseen by a highly respected editorial team |
| **Site Features (incl. timelines, maps, also MARC, DOIs etc.)** | * Includes an interactive timelines | * No other features | * Includes Subject overviews, playlists (Compiled by leading scholars, the playlists spotlight articles in new and emerging themes, or topics that have been overlooked). |
| **Summary** | Our content is richer and more diverse than what Stanford and Routledge both offer.  We present a much wider and more global understanding of philosophy, one that covers all traditions.  By only featuring biographical entries we’re also giving scholars a new way of accessing and understanding the history of philosophical thougt. | A trusted and free online encyclopedia, this tends to be the go-to resource for philosophers working the analytic tradition. Useful for keeping up to date with the latest work fields such as epistemology, metaphysics, but lacks sufficient coverage for researchers working in the history of philosophy or interested in traditions outside the West. Search facilities are basic at best. | Again, caters for the Anglo-American philosophy tradition. While we share similar search functions, it does not have nearly the same in-depth coverage of thinkers that we do.  With substantially fewer entries, it is light on the history of philosophy and lacks the historical context that we provide to major philosophers such as David Hume, Hobbes and Locke. |

**Key Content List**

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| * **Year 1:** over 7,000 entries (9M words) * **Year 2:** 1200 new entries added (1.5M words) * **Years 3 to 5:** 300 new entries added each year (360k words each year) * By year 5 we will have over 9,000 entries and over 11.5 M words * Interactive timeline * Updates to backlist entries in Year 2 |

**Pricing Explanation**

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| * The prices are comparable to the price of the Philosopher’s Index, which we know has a number of top tier institutions globally paying as much as £3,500 / $5,400. * Based on a subscription model * In line with our other similarly-sized planned subscription products. |

**3 Things to Demo**

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| **The Browse options**  Show users the list of terms listed under Subject, Place, Period and School of Thought. This provides an excellent overview of the extensive coverage on offer. |
| **The entry on John Locke**  A good example of the breadth and depth offered by each of the entries. Users can quickly see the search facilities available e.g. the related thinkers that appear alongside Locke together with the cross-referencing. It also includes a substantial bibliography and further reading suggestions. |
| **The interactive timeline** |

**3 Answers to 3 Tricky Librarian Questions**

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| 1. ***Why does the launch content only include Anglo-American thinkers?***   We are adding French and German thinkers next year and the following year Chinese and Indian thinkers will be added. By Year 2 we will have over 1,000 entries on European philosophers. By Year 3 we will have over 200 entries on Chinese and Indian thinkers. The encyclopedia is designed to grow year on year until it offers a global history of philosophy. |
| 1. ***Why should I recommend this over the Stanford or Routledge Encyclopedia of Philosophy?***   We offer better search facilities: the Stanford simply presents a list of entries whereas ours are organised by place, period, subject and school of thought.  The Stanford takes a narrow view of philosophy: it does not provide the historical context that we are providing e.g. if you search for John Locke on our encyclopedia you’ll be provided with a list of other thinkers who not only influenced him but who he went on to influence. Understanding the reception of a thinker is essential for understanding their philosophy. |
| 1. ***Does this encyclopedia only appeal to those in our philosophy department?***   Not at all. This is an interdisciplinary resource. When editors were compiling entries they took a broad definition to philosophers. As a result our encyclopedia covers philosophers in the widest sense, offering entries on including political scientists, literary critics, jurists and religious writers from the history of intellectual thought. |