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Doubleday to Publish a Series on Innovation With The Alfred P. Sloan Foundation

In a greatly sought-after competition among publishers, Doubleday has won a significant grant from the Alfred P. Sloan Foundation to publish a series of biographies, "Great Innovators," profiling major both well known and under appreciated innovators who have changed our lives. The Foundation will provide substantial marketing funds to launch and promote each of the titles, commencing with the inaugural books to be published in October 2005, it was announced today by Stephen Rubin, President and Publisher of Doubleday Broadway and Doran Weber, Program Director of The Alfred P. Sloan Foundation.

The series will be written by well-known writers who will select their subject matter and the books will be edited by Gerald Howard, Doubleday Broadway's Executive Editor. Additionally, the writers will be provided with a research assistant by the Foundation to cover any special research needs. Doubleday will publish eight books in the series within a two year period.

"The Sloan Foundation is a remarkable institution and we are delighted to be partnering with them on this exciting new series" says Stephen Rubin. "The opportunities are limitless. For example, who invented velcro, or e-mail, or the microchip? We are looking forward to creating books that will not only satisfy the curious but be written in a lively, engaging and accessible manner."

"We are thrilled to support Doubleday in launching this new series of biographies focusing on great inventors/entrepreneurs – the men and women whose innovations changed the world we live in," says Doron Weber. "These pioneers made the United States the most technologically advanced nation with the highest standard of living in the world yet their contributions – and their vivid personal stories – have gone largely untold. We hope to bring these stories to a wide audience by enlisting some of the best writers around, including biographers, novelists and historians, to chronicle the dramatic arc of their lives and its impact upon us."

The New York-based Alfred P. Sloan Foundation, founded in 1934, is a nonprofit philanthropy that makes grants in science, technology and economics. Sloan's program in public understanding of science and technology, directed by Doron Weber, supports books, radio, television, film, theater and the internet. The Foundation previously supported two book series: scientific autobiographies in the 1980s; and a chronicle of major 20th century technologies in the 1990s. Writers supported by Sloan and/or involved in Foundation activities include Richard Rhodes, Dava Sobel, Richard Preston, Sylvia Nasar, Oliver Sacks, Brian Greene, Horace Judson, Jared Diamond, Jonathan Wiener, Richard Dawkins, John McPhee, James Watson and Lewis Thomas.

Beyond books, Sloan is a major supporter of public television (PBS) and public radio (NPR, PRI) documentaries. Sloan has funded the six leading film schools and three film festivals – Sundance, Tribeca and Hamptons – and is working with leading independent and Hollywood film producers to create more films, TV movies and TV series featuring scientists and engineers. The Foundation has also been involved with plays such as Copenhagen, Proof and QED and actively commissions dozens of new works each year from playwrights at the Ensemble Studio Theater and the Manhattan Theater Club, among others.

Doubleday was founded in 1897 by Frank Nelson Doubleday and throughout the past century has published books by Rudyard Kipling, Upton Sinclair, Booker T. Washington, Helen Keller, Anne Frank, Aldous Huxley, Bram Stoker, Sinclair Lewis, Sigmund Freud, Alex Haley and W. Somerset Maugham. Doubleday has published 7 American Presidents, sixteen Pulitzer Prize winners and 4 Nobel Prize awardees. Today, as publisher of literary and commercial fiction as well as serious works of non-fiction, Doubleday's list of current authors includes John Grisham, Ian McEwan, Pat Conroy, Margaret Atwood, Dan Brown, Bill Moyers, Mitch Albom, E. Lynn Harris, Jane Hamilton, Gore Vidal, Jonathan Lethem, and Katie Couric.

In 1986, Doubleday was sold to Bertelsmann, AG, and, in 1988, it became part of the Bantam Doubleday Dell Publishing Group, a division of Bertelsmann. In 1998, Bantam Doubleday Dell merged with Random House, Inc. In 1999, the Doubleday division merged with Broadway Books to form the Doubleday Broadway Publishing Group.

Broadway Books was founded in 1996 as a general interest publisher of books for adults, focusing on nonfiction and select fiction titles. Broadway's roster of authors includes Frances Mayes, Bill O'Reilly, Bill Bryson, Lance Armstrong and Jane Green among others. In addition, Broadway publishes a successful range of self-help, mind/body/spirit, business and cook books.

Doubleday Broadway is a division of Random House, Inc. who parent company is Bertelsmann AG.

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