

The Economist

THE ECONOMIST
(1843, London, England)

The activity of investigation and disclosure of The Economist has been noted, at all times, for a noticeable social worry. The Economist was founded in September 1843, by James Wilson, a Scottish banker and businessman. *"To take part in the combat between the intelligence, which pressures toward before, and the unworthy and the ignorance that obstructs the progress"*. The Economist has developed during those 169 years a unique labor surrounding economic information which is reference for millions of people, especially economists, entrepreneurs, politicians, academics, students and for those who are looking for a source of information regarding the economy.

Its line underlines the free commerce, globalization, free immigration like that some social causes of liberal character. In the public they prioritize readers of high formation including influential executives and responsible politicians, although amongst the columnists exists a number of opinions. Issues which are covered in the magazine includes politics, international relationships, negotiations, finance, technology, science and art reviews. The magazine does not include sections on sports nor fashion, although one can discuss issues from both a business and a political perspective. Each issue dedicates 25 pages to politics, divided into six geographical sections: 'Europe', 'Great Britain', 'the Middle East' and 'African', 'The United States', 'America' and Asia, where it also includes temporary articles devoted to Oceania. All issues include four pages dedicated to economic and financial warnings of the world. The magazine also publishes their own predictions on the increase of economy, employment and inflation. Some editions contain a special report on a present day issue. The magazine's website includes additional information which was not featured in the magazine for example, polls on people's different opinions on political and economical issues and podcasts covering different articles of the magazine.

Insuring independence and the objective isn't always easy when it comes to politics and international politics is always reprehensible, but a skill of the magazine is that it has a professional network of collaborators and also, correspondents, whose work is to assess countries with a foreign point of view, gaining firsthand experience of the reality of the country, because of this reason when things are favorable one can read the article with accurate information on the reality of the country, whilst things change, the magazine accentuates the most critical aspects and voices those which are mostly censored in their own country.

The Economist not only uses its weekly publication to express their knowledge and opinion, but also hold lectures where management, politics and culture are discussed. The idea is always to

have a variety of different points of views surrounding an issue and sometimes being the criticized side of the discussion. There are more than 50 worldwide annual events, events which bring forums of debate since 1957, where as a whole has given political leaders, academics, Nobel prize winners, entrepreneurs and creators the right to voice their opinions. From Joseph Stiglitz to Manmohan Singh, including Luiz Ignacio Lula da Silva, Bill Clinton, Alec Baldwin, CARLOS Slim, at an international level. Within Spain, it has given meeting to personalities such as José María Aznar, José Luis Rodríguez Zapatero, Mariano Rajoy, César Alierta o José Manuel Entrecanales.

The Economist frequently criticizes people and countries which are dishonest or corrupt. In the last few years the magazine has criticized the ex-President of the World Bank, Paul Wolfowitz; the ex-Prime Minister of Italy, Silvio Berlusconi, Laurent-Désiré Kabila, the last President of the Dominican Republic of Congo; Robert Mugabe, President of Zimbabwe and, recently, the Argentinean President Cristina Fernández.

Their readers are influential figures in the world of management and politics. Many of its 1.5 million readers are influential players in the world of business and politics coming for 54% from the US, 14% from UK, 19% from Continental Europe and the remaining 13%.