

Centre for Policy Studies

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KJ/SMC

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19th February 1976

I wrote to you about publications. Since I wrote, Martin Wassell and Martin Bendelow, here at the Centre, have been to see the Sales Director of Routledge, Keegan, Paul. Attached is a note of the meeting, since it has much encouragement in it, which you might like to take into consideration in view of what I said in my letter.

I am copying this letter and attachment to Ralph Harris.

C.c. R. Harris

*lots much good
as in marketing
only 500 copies
of book sold
as per.*

AS / JKH

Re information

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To secure fuller understanding of the methods available to improve the standard of living, the quality of life and the freedom of choice of the British people, with particular attention to social market policies.

Management Committee: The Rt Hon Sir Keith Joseph Bt MP (Director) The Rt Hon Mrs Margaret Thatcher MP (Director).
Nigel Vinson (Director and Treasurer). Adam Ridley.

M E M O R A N D U M

From: Martin Bendelow

To: OUTCAA

Subject: Meeting on 13.2.76
with Routledge, Keegan, Paul.

Date: 18th February 1976

Martin Wassel and I had a meeting with the Sales Director of Routledge, Keegan, Paul, a Mr. O'Connell. This was very much a pilot to see how well publishers might take our approach.

Routledges, as you know, publish Hayek and Popper.

Popper sells "amazingly well."

Hayek hardly sells at all. To illustrate: "Law, Legislation & Liberty" was printed January 1973 - 2,000 copies. By 9 a.m. on Friday, 13th January only 1,205 copies had been sold.

Thus, this rather stately old company did not catch the significance of the Nobel Prize and its possibility for sales. Their publicity is hopeless!

However, Road to Serfdom is to be re-published in August - 500 copy printing, as a "filler" for a small printing works.

Constitution of Liberty and A Pure Theory of Capital are out of print, though, after we informed them of our reading list and Sir Keith's plugging of Hayek in his speeches around the country, he told me he would go to his Board with a suggestion that they republish in paperback.

He was very interested in our suggestion that perhaps F.E.E. would be interested in working with them if necessary.

He now proposes to get costings on his proposed paperback set, and to come back to us in a week when he has had a meeting of the Board.

This augurs well for the future.

*Hopeless
MSW*

MB/SMC