**Mission**

To publish great books well and provide access to diverse stakeholder groups and individuals.

**Vision**

* To be a respected publisher that values diversity, nurtures talent and encourages exploration and creativity,
* To be customer focused in all aspects of our business and to respond to changing customer needs with immediacy and enthusiasm,
* To anticipate change, encourage access to the written word in whatever form is most appropriate at any given time in society,
* To be the number one destination for authors, customers, agents, employees and other publishers,
* To improve business efficiency by increasing visibility of day to day demand and responsiveness to it.

*NB: For details on strategy and strategic goals see the company overview document.*