
The New Yorker launches business hub

By Editor Test *Thu, Feb 21, 2013*

The work of well-known business feature writers like Malcolm Gladwell, Ken Auletta, John Cassidy and James Surowiecki will be featured on the site.

The New Yorker's new online hub for business coverage and commentary, [The Business Pages](#), launches today on newyorker.com. Scotch drinkers might especially like a [story](#) about the Bruichladdich distillery in Islay, Scotland.

Weekly features on the site include:

- "The Idea of the Week," an infographic visualization of an important business or financial issue.
- "The Number," a deep dive into an economic indicator, data point, or other figure that best captures what's happening that week.
- A video series hosted by James Surowiecki, tied to his column in the magazine, The Financial Page.
- "How Do They Make Money?," a series that asks how different people make their livings—from street musicians to shoeshine men to fishermen.
- The hub will also provide links to classic *New Yorker* stories about business.

It will feature business content from the magazine, as well as original Web content from these writers:

- Malcolm Gladwell
- James Surowiecki
- John Cassidy
- Amy Davidson
- Ken Auletta
- Tim Wu
- And many others.

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