

New Ideas for Publications: What's the Next Big Thing?

By:

Edwin Jackson
Bloomberg BNA

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Edwin Jackson
Bloomberg BNA
Arlington, VA

Edwin Jackson has been with Bloomberg BNA since April 2011. At Bloomberg BNA he manages content, strategy, and new product development for numerous practice areas including litigation, labor and employment, privacy, eDiscovery, anti-trust, and more. He also currently oversees webinars and events for the legal and business group. Before working for Bloomberg BNA, he was the Publications Director at Virginia CLE for 4 years managing about 3 dozen practice specific books. Prior to that time he was a legal editor, an acquisitions editor, a publisher, and finally a senior executive with LexisNexis over his 12 years at the for-profit company. At LexisNexis he managed well-known legal treatises like *Corbin on Contracts*, *Appleman on Insurance*, and *Cross Examination: Science and Techniques*. While at LexisNexis he grew the Custom Legal Publishing division from a staff of 6 and a publication total of 200 to a staff of 30 and a publication total of over 500. Edwin is fortunate to reside in beautiful Charlottesville, VA with his wife of 15 years Jennifer and his children Olivia (14), Jake (12) and Sidney (10). He enjoys working on his log cabin in southwest Virginia, kayaking, power boating, golfing, movies, tech gadgets, and spending time at the beach.

