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## Bet You Missed It

Mike Markwith  
*The Faxon Company*

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# Bet You Missed It!

all the print that's fit as news---abstracts of current articles from a valiant few--- there's no order so don't look for it--- compiled and edited by Mike Markwith (Faxon)

## Money talks....

"Where the Next Fortunes will be Made," Brett Duval Fromson in *Fortune*, December 5, 1988, 185-196.

At last, Librarians and Vendors, chain down your computer terminals and open up your bank accounts, because OUR TIME HAS COME!

Apparently, the field of information will be the money maker of this age according to this article. In B.C. Rome, riches were achieved through "extortion and the bribery of officials." We no longer need to go to such extents. In the 1990s, riches will be generated in the form of electronic databases and communications.

According to Daniel Bell, industries where knowledge is the largest input to production will dominate. Dare we extend his word "knowledge" to include libraries? As information becomes more and more valuable, so will the need to obtain it and be trained. A stampede of patrons at our doorsteps??? But, he cautions ---"holding on to your intellectual property will be essential to reaping its benefits." So remember, chain down those computers; they are valuable.

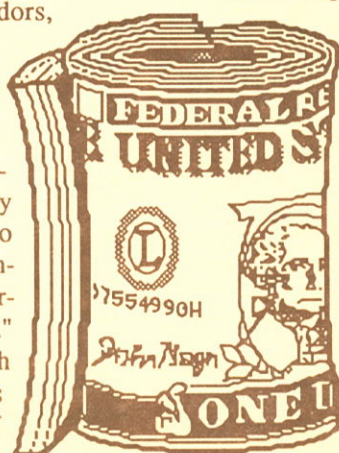
--Rosann Bazirjian  
University of West Florida

## And then there were bookstores...

"Bookstores Look to Instant Ordering," *New York Times*, January 12, 1989, 33.

A computerized ordering system for bookstores is in the final test stage. Called Pubnet, the system has been used by approximately 200 college stores to order

from 25 large publishers. To participate in Pubnet, publishers pay a one-time membership fee ranging from \$7,500 to \$20,000. They agree to keep their title file current, and to update the status of titles on a daily basis. Bookstores get an instant response on the availability or shipping status of titles they order. The 25 publishers represent 87% of the college textbook business.



Recently an additional 150 college stores have signed up for this online ordering system, and now Pubnet officials are planning to expand the service to any bookstore. They estimate the total market at 8,000 bookstores, and hope

for 1000 new stores this year. The system costs bookstores \$50 per month, plus the cost of the soft-ware at \$250. This has proven to be a stumbling block in Pubnet's expansion plans. Parker Ladd, the official from the Association of American Publishers responsible for Pubnet, indicates that the charge to bookstores will probably die a quiet death. Publishers will continue to be charged because their savings from pubnet are "substantial." In effect, bookstores write their own orders directly into the publishers' systems.

--Barry Fast  
Scholarly Book Center

## A Library is a Library is a Library...

"Libraries and Learning," Oscar Handlin in *American Scholar*, Spring 1987, 205-218.

Oscar Handlin, historian and educator, reviews the circumstances that have contributed to the current crisis in collection

management in U.S. research libraries. The enormous growth of information during the last 150 years, the increasing number of monographic and serial publications, and rising costs are among the factors discussed.

Difficulties in selection and acquisition have been compounded by burgeoning numbers of new academic disciplines and sub-specialties, the growing importance of publishing centers outside New York and London, and the decreasing lifetime of books in print. The unwillingness of publishers to hold back costs, and of authors to limit their output, has been matched by the inability of librarians to solve their fiscal problems or improve access to their collections. Libraries must offer challenges rather than obstacles if they are to remain valuable, viable resources.

--Linda K. Carr  
Boston University

## A Pan-European Publishing Industry?

"The Shadow of 1992: The Approach of a Commercially Integrated European Economic Community is Both a Threat and an Opportunity For Publishers on Both Sides of the Atlantic," W. Gordon Graham in *Publishers Weekly*, December 23, 1988, 24-26.

The fact that in 1992 Europe will become one market (and potentially a comparable market to the U.S.?) is the subject of this article by Gordon Graham, chairman of Butterworths. This change, which is much more on the mind of European publishers than their American counterparts, is currently looming large, at least in Europe. As Graham states, "American publishers' response to Europe, so far, is spasmodic. The emergence of a pan-European market caught some of them in



## Bet You Missed It! continued . . .

retreat." What this will mean for those of us here in the American market is currently problematic. The Americans must begin to face what the Europeans have been facing (and some are indeed looking forward to) for some time.

--Katina Strauch  
College of Charleston

Ed Note: Yours truly has been asked to deliver a paper in England in April to the International Symposium of Learned Societies on an American librarian's response to this phenomenon. Any comments, suggestions, etc., will be appreciated and will be acknowledged in the paper!!

### A Fool and His Lawsuit Are Soon United...

"Settlement Ends Lawsuit by Directory Publisher," *Chronicle of Higher Education*, January 4, 1989, A2.

Higher Education Publications, Inc. (Falls Church, Virginia) began its annual *Higher Education Directory* in 1983, and very recently sued Peterson's Guides, Inc. (Princeton, New Jersey) which introduced its own work *Peterson's Higher Education Directory* in 1988. The stickler is that Peterson's (voluntarily?) exchanged \$1000 with the Council for Advancement and Support of Education for the Council's license to use this title which the Council has used on a publication of its own since 1980. The U.S. Patent Office had denied HEP's request for a trademark of the three words. Who is cheating whom, even in this short story? Midway through a federal district court trial, the question was settled out of court though the terms have not yet been disclosed. Both current works will keep their expected titles for the 1989 editions; future titles are not yet disclosed. Indeed, there is a 6" x 9" display ad for the *Peterson's Higher Education Directory* 1989 in the January 11 issue of the *Chronicle of Higher*

*Education*, twice boasting itself over "any" "similar" directory/resource.

Neither is fooling us experienced collection developers. According to our ideal processes, we make informed choices between separate yet topic-related titles, even when money is not a *de facto* decider.

With these two combatant titles only 5¢ different in list price, and the title offering no clue to internal differences, I do hope we make a more conscious choice than we might be tempted to make if the quick and dirty (\$ and title) determiners were different.

Fighting for ownership of a title that rings generic enough for the (rare?) lax cataloger to add clarification, is more than a bit quixotic. There are several possible reasons for HEP's suit; the desires for (1) seeing a copy cat's knuckles rapped; (2) visibility for the product (at high opportunity costs!); (3) possible increases in their own sales, and I'll give them this one: (4) rid the lives of catalogers of yet another "same title -- different publisher." I doubt that even the ISBN and ISSN folks will ever prevent multiple uses of an identical title. I will watch with interest for news of HEP's appeal of the U.S. Patent Office's denial of trademark for HEP on the three words.

--Ruth Armstrong  
(Ruth, where are you?)

### Let There Be Cats...

"Library Cat Is Out, and So Is Library." *New York Times*, January 12, 1989, C9.

The library in Putnam Valley, New York, has evicted its cat. Muffin lived in the library for seven years. But, it allegedly swatted some children, plus a library trustee is allergic to cats. So the library board voted to send Muffin packing.

Mrs. Marjorie Horton, a 93-year-old cat lover, wrote the library out of her will as a result of this action. "Now not one penny will go to the library," she said.

Trustees and residents are upset. Petitions have been circulated to take Muffin back in from the cold. And the chairman of the library board has received



some threatening phone calls. He claims the controversy is really about access.

--Barry Fast  
Scholarly Book Center

### Budgeting for Hypertext....

"A Context for Hypertext: Some Suggested Elements of Style," T. Byles in *Wilson Library Bulletin*, November, 1988, 60-63.

The distance between scholar and "field" is being altered, seemingly giving to each person who uses Hypertext a "power to construct his or her own version of the truth." More than our young "electronic publishing" innovations, Hypertext will affect our future purchase and collection decisions through creating a new theory of learning and knowing and recording.

Byles says the *raison d'être* of Hypertext is "to make a body of information accessible from many different perspectives." "Text can only exist within a context; however, Hypertext sometimes suggests otherwise." Byles hypothesized that Hypertext is a linguistic technology that augments social discourse, integrating reading and writing in a new way. It makes each knowledge laborer part author, part researcher, and part archivist and this new laborer will "alter our conception of literacy."

So...the "Collective Vision" may be diminished as changes occur. Our collections would then, doubtless, be affected. Watch this one catch on! I think I'm going to like it!

--Ruth Armstrong



Bet You Missed It!  
continued . . .

## Productivity revisited

Productivity and Strategic Advantage Through Information Systems," Paul Strassmann in *Fortune*, December 5, 1988, 197-212.

John Secor would like this one! The many miles he traveled to understand the key to success are summarized in this article.

To achieve "strategic advantage," a business must adhere to:

- 1) superior management;
- 2) cost avoidance (speeding up ordering and delivery to decrease consumer claims);
- 3) risk reduction, through reliable performance, predictable quality, and consistent delivery.

But, LIBRARIAN BEWARE, "risk reduction is an intangible benefit produced when customers are willing to pay appropriate prices for more reliable products and services." And vendors, remember these words of wisdom, "spending more to do the wrong things faster won't generate any benefits."

--Rosann Bazirjian  
University of West Florida

★★★★★★★★★★★★★★★★

### LATE FLASH!!!

As we go to press we have learned that Bob Mastejulia has become national academic sales manager at Baker & Taylor, effective February 13, 1989.

★★★★★★★★★★★★★★★★



## The Charleston Advisor

against the grain  
march 1989  
page  
5

*We don't know the answers, but among us, maybe we can figure them out...sign your name or be anonymous...*

Dear Colleagues:

I work at a small college library as an acquisitions librarian. I have difficulty finding out about and getting foreign language materials. It's not that I don't know the names of vendors. It's that mine is a small library and, so, not as profitable to service as the accounts of the large research libraries. Do any of you have similar problems? How do you handle this?

•Anonymous

Dear Katina:

Recently, I was asked by a faculty member to get some materials from a private college. Upon ordering the materials, I received a one-page contract to sign stating, among other things, that I would not allow copying of the materials. Should I sign this? Have others had similar dilemmas?

•Anonymous

Dear Anonymous:

Your question is a good one and I don't know the answer, but I'll try to find out. What are some of the experiences of y'all out there??

•Katina

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### For Your Information . . .

*University Press Book News*, vol.1, no.1, February, 1989, will soon be available from UPBN, 5600 NE Hassalo Street, Portland, OR 97213 or from your library jobber.

Publisher is Fred Gullette, one time vice president and regional manager of Richard Abel Co., later vice president of Academic Book Center, Portland. Subscription is \$18 per year, but

gratis to librarians. From the first issue:

"We direct this new quarterly periodical to serious book buyers in libraries, bookstores, colleges, and universities. Here is a subject - arranged, annotated announcement of new, English - language

books from university presses worldwide. ...

"To facilitate collection development we flag with stars both re-issues and new editions of titles appearing in the following classic references: *Books for College Libraries*, 3d ed. ... and *Guide to Reference Books*..."

--Reported by Lyman Newlin  
(Coutts)