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 ter-

minals and open up your bank accounts, because OUR TIME
HAS COME!

Apparently, the field of in-
formation will be the money
maker of this age according to
this article. In B.C. Rome, rich-
es were achieved through "extor-
tion 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 com-

munications.

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 re-
member, 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,

A computerized ordering system for book-
stores is in the final test stage. Called
Pubnet, the system has been used by ap-
proximately 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 text-
book business.

Recently an addi-
tional 150 college stores
have signed up for this
online ordering system,
and now Pubnet officials
are planning to expand
the service to any book-
store. 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 software 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 book-
stores will probably die a quiet death.
Publishers will continue to be charged
because their savings from pubnet are "sub-
stantial." In effect, bookstores write their
own orders directly into the publishers' sys-

--Barry Fast
Scholarly Book Center

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

Difficulties in selection and acquisition
have been compounded by burgeon-

ing numbers of new academic disciplines
and sub-specialties, the growing impor-
tance of publishing centers outside New
York and London, and the decreasing
duration 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 ac-

cess to their collections. Libraries must
offer challenges rather than obstacles if
they are to remain valuable, viable re-

sources.

--Linda K. Carr
Boston University

A Library is a Library...
"Libraries and Learning," Oscar
Handlin in American Scholar,
Spring 1987, 205-218.

Oscar Handlin, historian and educator, re-
views the circumstances that have con-
tributed to the current crisis in collection
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...


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...


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....


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 archival 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

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

The Charleston Advisor
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

FYI
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 (Coultts)