Bet You Missed It

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Recommended Citation
Markwith, Mike (1989) "Bet You Missed It," Against the Grain: Vol. 1: Iss. 1, Article 5.
DOI: https://doi.org/10.7771/2380-176X.1004

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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...

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 save 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...

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 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
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continued...

Education, twice boasting itself over "any" "similar" directory/resource.
Neither is it 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 deciding factor.

With these two combative 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?)

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 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

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.

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)