

March 1989

The Charleston Advisor

Editor

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Recommended Citation

Editor (1989) "The Charleston Advisor," *Against the Grain*: Vol. 1: Iss. 1, Article 6.

DOI: <https://doi.org/10.7771/2380-176X.1005>

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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

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

F Y I

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)