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University Press Book News

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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*

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**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.

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**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 Guillette, 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. . . .

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---Reported by Lyman Newlin (Coupts)