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Francis Marion Update

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Against the Grain

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And They Were There
continued . . .

European environment.
For sure, 1992 is a red-letter year for Europeans. We
need to be listening.

UKSG: Many of the issues
are the same, the accents are different.
Serials pricing and stagnant budgets,
time management and motivation, perfor-
mance indicators and measures of
library services, education and training
for the book and information world, and
a discussion of the standardization of
information on journal covers were some
of the papers presented. Workshops were
also included. The one I attended was
"Journal Sales and Marketing," run by
Harry Holt of Macmillan Press, Ltd. The
room of publishers and vendors (I was
the only card-carrying librarian, at least
that admitted it ...) was very interested
in issues like marketing of publishers' products by vendors, use of publishers'
catalogs by libraries, marketing to librari-
ies (direct mail, distribution of sample
issues) and the effectiveness of various
methods.

Other visits made by Katina:

Pergamon Press on Headington
Hill ... with the gracious Brian Cox ...
Driving up in the snow in a taxi to a
hill on the outside of Oxford to one of
the haunts of the man who was recently
listed as the eleventh richest man in
England in the London Times ...
Blackwells in Oxford ... with the
incomparable John Merriman ...
Heffers in Cambridge ... with the gra-
cious Clive Connell and Andy Hall ...
Sage Ltd. in London with the urbane
Ian Eastment ... A visit and tour with
the enterprising, vivacious, and energetic
Dianne and John Coles in and around
Oxford ... And last but not least, a visit
of the Cotswolds with Ina Merriman,
invigorating and splendidly tour
guide. If you want to
know more, write me ...
That's all I've got
room for this issue!!!!!