Publisher's Profile I / The John Hopkins University Press

Matt Nauman
Blackwell North America
Publisher's Profile I

Column Editor: Matt Nauman (Blackwell North America)

The Johns Hopkins University Press
2715 North Charles Street
Baltimore, MD 21218-4319
Tel: (410) 516-6900
Fax: (410) 516-6998
ISBN Prefix: 0-88018

Officers:
Jack Goellner, Director
Marie R. Hansen, Associate Director & Journals Manager
Eric F. Halpern, Editor-in-Chief
Douglas Armato, Assistant Director & Marketing Manager

The Johns Hopkins University Press is the oldest continuously operating university press in North America. Since its founding in 1878, the Press has published more than 4000 books, nearly half of which remain in print today. With approximately 180 new books appearing each year, it is a leading publisher of books in literary theory and criticism, ancient studies, history, economics, geography, environmental science, political science, public health, and life sciences.

Hopkins’s strong trade publishing program includes the highly- praised Johns Hopkins Health Book series as well as recent and forthcoming titles such as:

The Johns Hopkins Guide to Literary Theory & Criticism
Higher Superstition: The Academic Left & Its Quarrels with Science
Walter’s Bats of the World
Secret Affairs: Franklin Roosevelt, Cordell Hull, and Sumner Welles
The War Against Authority: The Causes of Discontent & the Search for New Legitimacy

The Press also publishes 40 scholarly journals representing a wide range of disciplines and provides book distribution and business services for approximately 18 other scholarly presses.

Among Johns Hopkins’s many distinguished series are:

The American Moment
Ancient Society and History
Complete Roman Drama in Translation
Creating the North American Landscape
Early English Manuscripts in Facsimile
The Henry E. Sigerist Series in the History of Medicine
Johns Hopkins Jewish Studies
Johns Hopkins: Poetry and Fiction
The Johns Hopkins Series in Constitutional Thought
Johns Hopkins Studies in the History of Technology

The Letters of Mary Wollstonecraft Shelley
The Papers of Dwight David Eisenhower
The Papers of Frederick Law Olmsted
The Papers of George Catlett Marshall
The Papers of Thomas A. Edison
PAJ Books
Parallax: Revisions of Culture and Society
Perspectives on Security
Selections from Quarderni Storici

Acquiring Minds

continued from page 33

receipts, average price, average discount, number of outstanding orders, sorts by type of order or format, etc.). All one would have to do to get this data would be to look at the vendor file.

Fourth, the system would facilitate the tasks of housekeeping and documentation by having its extensive online profile replace paper files that list all the terms of business. Since the vendor file is accessible by anyone authorized to do so, it serves as the central and shared documentation of the business terms. When the file is updated, immediate access to the updated information is provided.

Additionally, the system and the material received would also "talk" to each other. The material would, in effect, be smart enough to receive and pay for itself because it would have bar codes or diskettes, or some form of electronic information provided with it. As libraries access and pay for an increasing number of materials online, these electronic journals, databases, and files would tell the system when they are available and/or "received." Although automatic check-in is not precluded on having an extensive online vendor profile, the existence of one would aid the matching of appropriate billing terms and invoice specifications.

Perhaps in this scenario libraries would also expand the definition of vendor to include access points and servers on networks and would profile them as well as to the kinds of files, subjects, and types of information that can be accessed/acquired and under what terms. The system would serve as the auditor of the proper use of or access to these electronic files, much like the systems that count number of searches, users, etc., and would ensure that payment is appropriate to the usage (or level

continued on page 65

64 Against the Grain / November 1994