Bet You Missed It -- Press Clippings -- In the News - - Carefully Selected by Your Crack Staff of News Sleuths

Bruce Strauch

The Citadel

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation

Strauch, Bruce (2009) "Bet You Missed It -- Press Clippings -- In the News - - Carefully Selected by Your Crack Staff of News Sleuths," Against the Grain: Vol. 21: Iss. 5, Article 33.

DOI: http://dx.doi.org/10.7771/2380-176X.2669
SO WHAT ARE AMORPHOUS CHALLENGES?
by Bruce Strauch  (The Citadel)

71-year-old Chrissie Maher heads the 30-year-old Plain English Campaign, fighting corporate and governmental jargon, cant and obfuscation. She valiantly attacked “unlock clusters,” “subsidiarity” and “sector-specific benchmarking.” She courageously railed at the 102-word sentence from the police chiefs association with its phrases “authentic answerability” and “amorphous challenges.” And she excoriated the president of the UK Spelling Society when he claimed the apostrophe to be a “waste of time.”

The society’s “Golden Bull” award includes this clear winner: “An unsolicited real time qualifying credit promotion is a real time qualifying credit promotion which is not a solicited real time qualifying credit promotion.”


BLOOD ON THE FLOOR FOR CONDÉ NAST
by Bruce Strauch  (The Citadel)

The famous Sy Newhouse Condé Nast strategy was to act rich to cow competitors and draw the big money ads. Editors had cars and drivers and stayed in five-star hotels. Flying to industry events, they filled first class while lesser publishers trudged past to the cheap seats.

Cometh the slump, and luxury advertisers were the first to pull back. Now the axe has fallen on titles. Brides, Modern Bride, and Elegant Bride, gone. Cookie and the high prestige Gourmet, gone.


AND YET SOME PROSPER
by Bruce Strauch  (The Citadel)

In a disastrous advertising climate, some titles are sitting jake. Namely the sixty ones about dogs including Dog Fancy, Doggie Aficionado and Urban Dog.

And now comes TV’s “Dog Whisperer” Cesar Millan launching Cesar’s Way with hot articles like “Can Your Dog Fix Your Marriage?” and “7-Day Doggie Detox.” And a big photo section of major celebrities with their pets. How can they lose?

And others ride the wave. Martha Stewart has added a pet destination on her Website, and Honda Motors’ Element can now come with pet restraint and cushioned pet-bed.


THOSE STILL-AROUND INDEPENDENT BOOKSTORES
by Bruce Strauch  (The Citadel)

For foodies headed to San Francisco, Town & Country gives a plug for a new bookstore.

Celia Sack was a rare book specialist at San Francisco’s Pacific Book Auction Galleries who became obsessed with food-related writing. Her collection grew to the point that she opened Omnivore Books on Food, a specialty bookshop on Cesar Chavez Street in Noe Valley. It’s set in an early-20th century butcher shop with freezer and classic rooster logo out front. (omnivorebooks.com)


Rumors
from page 10

booklet called 75 years Erasmus Boekhandel Amsterdam-Paris by Sytze van der Veen. It is a richly illustrated publication that tells the history of the company and how present trends are based on past achievements. Did you know that Erasmus was founded in 1934 by Abraham Horodisch, a Russian? I am looking forward to reading even more of this booklet. And the incredible Dirk Raes will be in Charleston to tell us more! www.erasmusbooks.nl

Another publication that I plan to spend some time with just arrived. It’s SPEC Kit 313, Ebook Collections (October 2009). This one’s by Catherine Anson and Ruth R. Connell and is published like all SPEC kits by the Association of Research Libraries. www.arl.org/resources/pubs/spec/index.shtml continued on page 20