2009

Charleston Conference Future Dates

Editor

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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 driv-
ers 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

See — Russell Adams, "Ax Falls on Four Condé Nast Titles," The

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 Af-
cionado 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 celebri-
ties with their pets. How can they lose?

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

See — Suzanne Vranica, “‘Dog Whisperer’ Hopes to Lead Pack at

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 Fran-
cisco’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 Val-
ley. It’s set in an early-20th century butcher shop with
freezer and classic rooster logo out front. (omnivore
books.com)

See — Amy Weaver Dorning, “An Appetite for

Future Dates for Charleston Conferences

<table>
<thead>
<tr>
<th>Preconferences and Vendor Showcase</th>
<th>Main Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Conference</td>
<td>4-6 November</td>
</tr>
<tr>
<td>2011 Conference</td>
<td>3-5 November</td>
</tr>
<tr>
<td>2012 Conference</td>
<td>8-10 November</td>
</tr>
<tr>
<td>2013 Conference</td>
<td>7-9 November</td>
</tr>
</tbody>
</table>

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

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 obfus-
cation. She valiantly attacked “unlock clusters,” “subsidiarity” and “sec-
tor-specific benchmarking.” She courageously railed at the 102-word
sentence from the police chief’s 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.”

See — Sara Schaefer Munoz, “Crusader for Syntactic Disambigua-
tion Exprobrates Banks’ LABORED LOCATIONS,” The Wall Street Journal,

TIMELESS TEEN LIT
by Bruce Strauch (The Citadel)

HarperCollins is reissuing the Betsy-Tacy novel series Maud Hart
Lovelace penned at the turn of the 20th Century. Reviewer Meg Cabot,
author of the Princess Diaries series, is delighted to find they deal with
the exact same insecurities of the modern teen, although presumably
teen pregnancy and hard drug use are not included.

To thoroughly hook young fans, the first book begins with Betsy
at age five and the language can be read to a five-year-old. The ten
books then progress with the heroine’s aging up to high school love triangles and her first steps in
a career as a writer.