April 2008

Full Page Ads

Editor

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

Part of the Library and Information Science Commons

Recommended Citation
Editor (2008) "Full Page Ads," Against the Grain: Vol. 20: Iss. 2, Article 47.
DOI: https://doi.org/10.7771/2380-176X.2774

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Find the knowledge you’re looking for…
with fast and accurate results

The Database for: Physics • Information Technology • Electrical Engineering & Electronics • Computing • Mechanical & Production Engineering

A new powerful online information tool for research success

Inspec Direct is a new precision research tool that will support scientific and technical research in your area of expertise. The new platform, an enhanced search interface of the Inspec Database, provides access to abstracts of millions of high quality, relevant peer-reviewed articles, conference proceedings and technical reports, via a secure and intuitive platform featuring state-of-the-art indexing, search features and analytical functionality.

Spanning 110 years and updated weekly, Inspec Direct gives you fast and accurate results that will support your organisation’s R&D activities by keeping you on top of the latest trends and research to help you drive innovation.

Ensure you have access to the research tools needed to succeed. Get Inspec Direct - a better way to research.

Call today for your free trial on +1 (732) 321 5575 or visit www.theiet.org/inspecdirect

www.theiet.org/inspecdirect
DO YOU OWN THE RIGHT BOOKS IN THE RIGHT SUBJECTS FOR YOUR PATRONS?

ANALYZE YOUR COLLECTION WITH BLACKWELL

Ask us about our partnership with Library Dynamics and the many ways it can help you understand and shape your collection.

For more information contact a Blackwell Regional Sales Manager or a Customer Services Representative.

Lake Oswego                Blackwood
Tel: 800.547.6426          Tel: 800.257.7341
Email: custserv@blackwell.com

BLACKWELL

blackwell.com
Looking for a Better Way to Manage Your E-Journal Licenses?
All-new License Bank functionality in SwetsWise Subscriptions offers the largest collection of publisher license conditions in the industry at no extra cost. So you can easily search and view a publisher’s standard license information along with your subscriptions—all from one easy-to-use interface.

To learn more, contact us at 800-645-6595 or visit www.swets.com.
Since 1879, ACS Publications has achieved unparalleled excellence in the chemical and related sciences. Such achievement is due to the dedication of Information Specialists worldwide who advance the chemical enterprise by choosing to subscribe to ACS Publications.

THE ACS CYCLE OF EXCELLENCE

access | insight | discovery

ACS PUBLICATIONS
HIGH QUALITY. HIGH IMPACT.
Introducing

New Sociology/Social Work Package
Available via EBSCOhost®

**SocINDEX™ with Full Text**
- Most comprehensive and highest quality sociology research database
- Contains 591 full-text journals, 738 full-text books & monographs and 6,785 full-text conference papers
- Provides coverage of sociology, encompassing all sub-disciplines and closely related areas of study including abortion, criminology & criminal justice, demography, ethnic & racial studies, gender studies, marriage & family, political sociology, religion, rural & urban sociology, social development, social psychology, social structure, social work, socio-cultural anthropology, sociological history, sociological research, sociological theory, substance abuse & other addictions, violence and many others

**Social Work Abstracts™**
- Covers information dealing with all aspects of the social work field, including theory and practice, areas of service and social issues and problems
- Provides scholarly and professional perspectives on subjects such as therapy, education, human services, addictions, child and family welfare, mental health, civil and legal rights and more
- Extensive coverage of more than 450 social work and human services journals dating back to 1977

**National Criminal Justice Reference Service Abstracts Database™ (Coming Soon)**
- Provides information covering the fields of law enforcement and criminal justice
- Topics covered include corrections, courts, crime statistics, domestic preparedness, drugs, juvenile justice, law enforcement and victims
- Includes summaries of more than 190,000 publications including books, government reports, research reports and unpublished research

**Abstracts in Social Gerontology™**
- Covers information related to social gerontology, including the psychology of aging, elder abuse, society & the elderly, and other relevant areas of the discipline

**Family Studies Abstracts™**
- Covers information related to family studies, including marriage, divorce, family therapy, and other relevant areas of the discipline

**LGBT Life® with Full Text**
- Definitive resource to the world’s literature regarding Lesbian, Gay, Bisexual and Transgender issues

**Race Relations Abstracts™**
- Covers information related to race relations, including ethnic studies, discrimination, immigration studies, and other relevant areas of the discipline

**Urban Studies Abstracts™**
- Covers information related to urban studies, including urban affairs, community development, urban history, and other relevant areas of the discipline

**Violence & Abuse Abstracts™**
- Covers information related to violence and abuse, including family violence, sexual assault, emotional abuse and other relevant areas of the discipline

Learn more about these and other products at www.ebscohost.com

Contact EBSCO for a Free Trial
E-mail: request@ebscohost.com or call 1-800-653-2726
To encourage lifelong exploration, engagement and enlightenment, start here.

ONE WORLD.
MANY VOICES.

www.proquest.com
AMBASSADOR REDEFINES, REINVENTS AND REDIRECTS YOUR LIBRARY’S WORK FLOW.

OneSource DATABASE MANAGER
Password-protected access to more than 4M print titles and more than 1M non-print titles.

Master Login Account for Managing Acquisition and Faculty Accounts
- Accounts for books and media linked to master login
- Search by title, author, ISBN, keyword, series, subject, LC Class
- Filter searches by book or media
- Build Acquisition Department order lists
- Review faculty order lists
- Confirm and place orders
- Review order status, claim and cancel orders
- Review shipments, invoices and statements
- Create order status reports, invoices and statements in PDF format

Order Confirmation Options
- Titles formatted with Excel or MARC attachments
- Library notification of MARC file pickup via FTP

Purchase Order Numbering Options
- Blanket order number on every order
- OneSource generation of PO numbers
- Populate sequential POs with previous PO numbers

Electronic Reporting and Ordering
- Excel order status reports
- Order via Edifact, Exibris, III and X.12
- Interface with all major integrated library systems

Electronic Invoicing
- Edifact-, XML- or PDF-format invoicing
- Invoice delivery via FTP or email
“I have found IEEE publications consistently to be among the most valuable of resources in my research and professional career.”

– Eugene H. Spafford, Professor and Director, Purdue University
Innovative Texts in Full Color

**Stahl’s Essential Psychopharmacology**
Neuroscientific Basis and Practical Applications
3rd Edition

Stephen M. Stahl

$85.00 | Pb | 978-0-521-67376-1 | 1,096 pp.
$175.00 | Hb | 978-0-521-85702-4 | 1,096 pp.

The preeminent source of education and information in its field. This much-expanded third edition relies on advances in neurobiology and recent clinical developments to explain the concepts underlying drug treatment of psychiatric disorders.

**Clinical Infectious Disease**
Edited by David Schlossberg

$95.00 | Hb | 978-0-521-87112-9 | 1,592 pp.
229 color figures

This clinically-oriented, user-friendly text is the best on the market for infectious disease. Its over 200 chapters are supplemented with tables, algorithms, and photographs to facilitate diagnostic and therapeutic choices.

**ADAM Student Atlas of Anatomy**
2nd Edition

Todd R. Olson
Wojciech Pawlina

$70.00 | Pb | 978-0-521-71005-3 | 512 pp.
$130.00 | Hb | 978-0-521-88756-4 | 512 pp.
750 color figures

This full-color atlas is an invaluable learning and review tool developed for medical students as well as undergraduate and graduate students in allied health and human biology.
Discover the New AIP Digital Archive

Now your institution can own all AIP journal content from 1930-2002

The American Institute of Physics introduces a one-time payment option for perpetual access to the complete AIP historical archive, 1930-2002. While all regular subscriptions to AIP journals include a five-year backfile, the new AIP Digital Archive gives you permanent access to all AIP journal content older than five years. The AIP Archive provides seminal research dating back to the early 1930s for such core titles as The Journal of Chemical Physics, Journal of Applied Physics, and Review of Scientific Instruments.

Every year, the oldest year of the five-year backfile that is included with current-year subscriptions will roll into the AIP Digital Archive. In 2008, for example, the Archive will add all 2002 articles from each publication. The Archive currently contains nearly 300,000 articles.

Those wishing to purchase the AIP Digital Archive have two options for accessing its content. You can choose long-term access via AIP’s Scitation hosting platform, which allows users to link to a wide range of related content and valuable features, or you can choose a local-hosting option for your institution’s own network.

The AIP Digital Archive includes the following titles and dates of coverage:

- The Journal of Chemical Physics (1933-2002)
- Journal of Mathematical Physics (1960-2002)
- Physics of Fluids (1958-2002)


For more information, including pricing, e-mail corr@aip.org or call +1 516-576-2411.
Optics Infobase—
One Resource Serving
Dozens of Disciplines

More libraries each year realize the boundary-breaking benefits of Optics InfoBase—with instant access to more than 110,000 interdisciplinary peer-reviewed papers in optics and photonics.

Relevant.
→ Keep users in front of their fields with top-ranking ISI factors, conference proceedings, and pre-publication posting

Multidisciplinary.
→ Connect readers across departments and domains: Biology, chemistry, physics, mechanical engineering, electrical engineering, biomedicine, materials science and more

Authoritative.
→ Bring them the best: Our premier product is entirely peer-reviewed, presenting ground-breaking research and applications

Reputable.
→ Rely on content from OSA, one of the oldest publishers of physics journals in the world

www.opticsinfobase.org


Start serving more users more efficiently today: Contact Alan Tourtlotte (atourt@osa.org) for pricing including consortia and multi-site.
providing unsurpassed fulfillment

With over a quarter million ebooks plus millions of print books in stock and ready to ship, no vendor is better poised than YBP to meet your acquisition needs through the fastest and most accurate delivery today...all coupled with our long standing commitment to outstanding customer service.

For US libraries requiring next or second day delivery, we invite you to try our RUSH2 service. Please contact your YBP representative for additional details.
Essential Research | Respected Journals

Journal of Biological Chemistry
Most-Cited Biomedical Research Journal in the World Publishes Original Research in the Fields of Biochemistry and Molecular Biology

Molecular & Cellular Proteomics
Peer-Reviewed Research that Deals with the Structural and Functional Properties of Proteins and their Expression

Journal of Lipid Research
Most-Cited Journal Devoted to Lipids Features Thematic Reviews & Patient-Oriented Research

For subscription information visit us online at www.asbmb.org/publications
Two New Publications from the ASME Transactions Program

APPLICATIONS IN THERMAL SCIENCE AND ENGINEERING

This publication fills an important niche by providing a forum for practicing engineers and industry researchers involved in heat transfer and thermal sciences. With an emphasis on application of fundamentals to solutions of problems facing a wide range of industries, it presents research in applied areas pertaining to thermal energy transport in equipment and devices, thermal and chemical systems, and thermodynamic processes. Focusing on fast publication and relatively short papers, this publication introduces new and emerging technologies, significant questions, pressing problems and concerns, and new methods and approaches that can be applied to industrial problems.

Content Coverage
Specifically targeting emerging industries, topic areas include, but are not limited to:
• aerospace systems
• gas turbines
• biotechnology
• defense systems
• electronic equipment
• energy systems
• manufacturing
• refrigeration and air conditioning
• homeland security systems
• micro- and nanoscale devices
• petrochemical processing
• applied heat transfer

Industrial researchers and/or developers, including mechanical engineers in industry, national labs and academia working on applied problems in thermal science and engineering will find this publication beneficial.

Coming Fall 2008
Quarterly
$325 (U.S. and Canada)
$365 (Outside U.S. and Canada)

ASME JOURNAL OF MECHANISMS AND ROBOTICS

The ASME Journal of Mechanisms and Robotics is a significant addition to the archival literature that academics and corporate libraries as well as professionals look to for information on emerging technologies in their fields. This journal is indispensable to those involved in fundamental research on the geometry, kinematics, dynamics, design, analysis, manufacture, and control of mechanisms, machines, robots, and mechatronic systems with a view to advancing the state of the art in theory as well as practice and to encourage innovation in the design of mechanical systems.

Content Coverage
• design and analysis of complex mechanisms
• compliant mechanisms
• articulated linkages
• electromechanical systems
• direct-contact mechanisms and machines
• gears and transmissions
• mechatronic systems
• sensors, actuators, and robots
• mechanisms and machines at the micro and nano length scale, including transducers, micro mechanisms, micro-actuators, nano-manipulators and nano-scale measurement systems

Coming Fall 2008
Quarterly
$399 (U.S. and Canada)
$424 (Outside U.S. and Canada)

ASME journals are made available through the ASME Digital Library @ www.asmedl.org

www.asme.org/pubs/journals
Coutts Information Services

Supplying books and electronic content to today's academic library.

Coutts Information Services is the fastest-growing, full-service supplier of books and electronic content to academic libraries in the United States.

At the heart of Coutts is our desire to assist you in the acquisition of materials in all formats, and to provide online workflow management solutions that allow you to concentrate on the quality of service you provide your patrons.

More and more academic libraries are turning to Coutts for the fastest and most comprehensive solutions. Call (800) 263-1686 or visit couttsinfo.com to find out more.
“...STUDYING THE PAST IS THE BEST WAY TO UNDERSTAND THE PRESENT AND TO CHANGE THE FUTURE.”

—NANCY C. ANDREASEN, M.D., PH.D.
EDITOR EMERITUS, THE AMERICAN JOURNAL OF PSYCHIATRY

Purchase Psychiatry Legacy Collection today, and find out how it all started…
The Psychiatry Legacy Collection covers 163 years of psychiatry through six respected, peer-reviewed psychiatry journals, completing APPI’s online journals.

* One-time fee buys access to entire collection in perpetuity
* Dates back to 1844 and includes The American Journal of Psychiatry, the oldest continuously published medical specialty journal in the United States
* Completes your current collection with content going back to Volume I, Issue I
* Fully indexed and searchable; high-resolution scanning of original printed pages ensures easy online reading and printing

### Psychiatry Legacy Collection Journals

<table>
<thead>
<tr>
<th>Journal</th>
<th>Volumes Included</th>
<th>Years Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volumes 1 (1844) through 77 (1921)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>published as The American Journal of Insanity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volumes 1 (1950) through 15 (1964)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>published as Mental Hospitals; Volumes 16 (1965) through 45 (1994) published as Hospital &amp; Community Psychiatry</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Institutional subscriptions available.
Contact us today for a price quote and receive 10% off the one time purchase fee by mentioning the priority code AP807!
Customer Service: 1.800.368.5777 ext. 7874 or 703.907.7874
Email: institutions@psych.org
When You Need Targeted and Intelligent Research, Aim First for Annual Reviews.

Annual Reviews publications operate as a high quality filter, prioritizing and synthesizing the primary research literature for the Biomedical, Life, Physical, and Social Sciences.

Insightful Research Starts With An Annual Reviews Site License

Annual Reviews offers a variety of site license solutions, ensuring seamless access to high quality publications and permanent data rights to subscribed content.

Forthcoming Annual Reviews Titles Include:

- Analytical Chemistry
- Marine Science
- Economics
- Financial Economics
- Resource Economics

Access Librarian Resources at www.annualreviews.org
The ACM Digital Library

The Ultimate Online INFORMATION TECHNOLOGY Resource!

Discover the ACM Digital Library, a vast online resource of ACM's computing and information technology publications. Your patrons can enjoy unlimited access to nearly 2 million pages of full text with archives dating back to the 50's. This unparalleled resource is a must-have for every technology collection!

The ACM Digital Library includes

• Over 40 ACM publications, plus conference proceedings
• 50+ years of archives
• Advanced searching capabilities
• Nearly 2 million pages of downloadable text

Plus over one million bibliographic citations are available in the ACM Guide to Computing Literature

AN EXCEPTIONAL VALUE

www.acm.org/dl

ACADEMIC INSTITUTIONS,
Please contact:
ACM Member Services
Email: acmhelp@acm.org
Phone: +1-212-626-0500
Fax: +1-212-944-1318

CORPORATIONS & CONSORTIA,
Please contact:
DL Coordinator
Email: dl-info@acm.org
Phone: +1-212-626-0518
Fax: +1-212-944-1318

Advancing Computing as a Science & Profession
Cambridge Journals Online
Advancing research. Increasing access.

We’re constantly developing our online journals platform in support of our constitutional goal: to further the global dissemination of academic knowledge across all subjects.

Our development programme of three major releases of functionality a year enables us to provide a flexible service which rapidly responds to new trends and innovations.

journals.cambridge.org
The Most Comprehensive Collection Available Anywhere of Peer-Reviewed Computer Science and Information Technology Management Research

- Institution-wide access to 30 journals
- Expanding to 60 journals by end of this year, 100 in 2009
- Perpetual access to subscribed years
- Backfile purchase available
- No embargo of content
- 40,000+ pages of downloadable full-text in PDF
- 65,000+ reference citations to further research
- Precise searching with abstracts and indexing for each article
- Full electronic collection for the cost of just a few print subscriptions, saving thousands of dollars
- Price based on relevant FTE (number of likely users) rather than full FTE of your institution

Register at www.infosci-journals.com for a Free Trial and Experience the Unparalleled Benefits of InfoSci-Journals in Your Library!

Enrich Your Academic Information Technology Programs with InfoSci-Journals

Save 15% on your first-year license fee

For details, e-mail freetrial@igi-global.com

Order through most subscription agents or directly from IGI Global.
IGI Global • 701 E. Chocolate Ave., Suite 200 • Hershey, PA 17033-1240 USA
866-342-6657 or 717-533-8845 ext. 10 • Fax: 717-533-8861 • cust@igi-global.com

Includes the 5 quality titles above PLUS 25 more peer reviewed journals
Encyclopedia of American Indian History
4 Volumes
Bruce E. Johansen and Barry M. Pritzker, Editors

This new four-volume encyclopedia is the most comprehensive and up-to-date resource available on the history of Native Americans, providing a lively, authoritative survey ranging from human origins to present-day controversies.

July 2007, 1,423 pp., 8.5x11, EAN 978-1-85109-817-0, $395.00. eBook is available. Call for pricing.

Slavery in the United States: A Social, Political, and Historical Encyclopedia
2 Volumes
Junius P. Rodriguez, Editor

March 2007, 740 pp., 8.5x11, EAN 978-1-85109-544-5, $185.00. eBook is available. Call for pricing.

Encyclopedia of American Jewish History
2 Volumes
Stephen H. Norwood and Eunice G. Pollack, Editors

August 2007, 775 pp., 8.5x11, EAN 978-1-85109-638-1, $195.00. eBook is available. Call for pricing.

Treaties with American Indians: An Encyclopedia of Rights, Conflicts, and Sovereignty
3 Volumes
Donald L. Fixico, Editor

December 2007, 958 pp., 8.5x11, EAN 978-1-57607-880-8, $285.00. eBook is available. Call for pricing.
The Journal Publishing Program of the American Physiological Society (APS) covers the entire spectrum of physiology—examining major physiological systems, from the cellular and molecular to the organ and system level. These prestigious peer-reviewed journals are available in print and online.

An online subscription to the APS journals provides you with immediate access to the latest issue of the journal as well as with continued access to all content published previously online. Subscribers to the online journals also get access to the fastest possible publication of original research articles through our Articles in Press feature—articles published in manuscript form within a few days of acceptance. The APS journal titles are:

- American Journal of Physiology (AJP consolidated)
- AJP-Cell Physiology
- AJP-Endocrinology and Metabolism
- AJP-Gastrointestinal and Liver Physiology
- AJP-Lung Cellular and Molecular Physiology
- AJP-Heart and Circulatory Physiology
- AJP-Regulatory, Integrative and Comparative Physiology
- AJP-Renal Physiology
- Journal of Applied Physiology
- Journal of Neurophysiology
- Physiological Genomics
- Physiological Reviews
- Physiology
- Advances in Physiology Education

The APS Journal Legacy Content is an “online package” of over 100 years of historical scientific research from 13 American Physiological Society (APS) research journals. This online package can be purchased at a one-time charge of $2,000 for perpetual use. The content goes back to the first issue of each of these APS journals—including APS’s first journal, the American Journal of Physiology, first published in 1898. The Legacy Content can be viewed as completely searchable scanned images of the printed pages. (find more info at: www.the-aps.org/publications/legacy)

The American Physiological Society, Customer Service, 9650 Rockville Pike, Bethesda, MD 20814-3991 (USA)
Tel: (301) 634-7180 • Fax: (301) 634-7418 • E-mail: subscriptions@the-aps.org • Web: www.the-aps.org
Anytime Access

Crash through information barriers, cut through time zones, eliminate paper work - right from your own computer - with ANYTIME ACCESS to your order status.

The current order information available to us on our computer network is now available to you through:

thebookhouse.com

Virtually any order action can be made online—queries, claims, cancellations, order verification - right at your fingertips - ANYTIME, DAY OR NIGHT.

- now with “view only” options
- including standing orders with recent shipment history

Contact us today for ANYTIME ACCESS to all of your Book House, Inc. firm and standing orders.

Since 1962
Phone: (800) 248-1146
Fax: (800) 858-9716
e-mail: bhinfo@thebookhouse.com

Jobbers serving libraries with any book in print.
Preface

Continuations and standing orders represent a frustrating and time-consuming area of book acquisitions. Efficient management of continuations requires a staff knowledgeable in all aspects of standing order procedures, with prompt and accurate service being essential.

Midwest Library Service has been providing continuation and standing order programs to libraries for over three decades with the same commitment to high quality as our firm order service: prompt delivery, accurate invoicing, immediate reporting, convenient communications, and personal Library Service Representatives. Our reputation for excellence is well established and we invite you to place your continuations list with us.

Scope

Our Continuation & Standing Order Service encompasses most series and continuations from U.S. publishers. Our services do not include supplying magazines, journals, or loose-leaf updating services.

Procedure

Our Continuation & Standing Order Service incorporates both automated systems and personal surveillance. Instead of relying on the filing and ordering systems of the publishers, we place orders for specific volumes as books are due to be published. If the next item in a series is not received when scheduled, we initiate a new order for the same item. This procedure helps avoid potentially missed volumes and eliminates any dependence upon the publishers’ fulfillment systems. If in-house information is not available on future volumes to be published, we call the publisher for future projections and publication schedules. This information is then used to update our new title records.

Advantages

1. Because of our method of ordering specific volumes, we are in regular communication with the publishers.
2. Our status reports are prompt and accurate and should eliminate library claims.
3. Specific claims from an individual library resulting in an updated status report will generate new status reports to all libraries ordering the same series.
4. We do not drop ship.

Quality service depends on good communications between the library and the jobber. Your personal Library Service Representative and our convenient communications provide easy access to us regarding your continuation orders. We invite you to try our service by sending us your next list of standing order titles.

Midwest Library Service
11443 St. Charles Rock Road • Bridgeton, Missouri 63044-2789 • U.S.A.
www.midwestls.com Fax: 800-962-1009 • 314-739-1326
E-mail: mail@midwestls.com Phone: 800-325-8833 • 314-739-3100