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Bestsellers in Mathematics 1997

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YBP
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The third in our list of “Bestsellers,” after Physics and Chemistry, is Mathematics, one more area where many libraries cannot count on having strong subject expertise on staff. These fifty Mathematics titles, all treated on the Yankee Book Peddler’s approval plan program during calendar year 1997, have been purchased by libraries through their approval plan and firm orders more often than all other Mathematics titles for the year. Only sixteen publishers are represented on the list and two-thirds of the fifty titles were brought out by just four publishers: Wiley and Oxford (both with nine), Cambridge (with eight), and Springer-Verlag (with six). Among the also-rans were AK Peters (with two), a small publisher who enjoys a fine reputation in Mathematics, as well as the American Mathematical Society and the Mathematical Association of America (each with one), suggesting that in a specialized subject area such as this, the publishers to watch are the very large and the very small. Most will not enter the game in the first place, in a contest where 108 copies sold to date leads the list and makes for a runaway YBP Mathematics bestseller: Oxford’s Number Sense: How the Mind Creates Mathematics. Bringing up the rear, at 48 copies, is Monte Carlo Simulation, from Sage. We hope, as with the earlier lists, that libraries find this one useful in evaluating their own holdings.


Shafare, Glenn. 1946- Art Of Casual Conjecture. MIT Press. 1996. 0262196386x Cloth $50.00

Smithies, F. (Frank), 1912- Cauchy and The Creation Of Complex Function Theory. Cambridge Univ Press. 1997. 052159278X Cloth $59.95


Frederickson, Greg N. (Greg Norman), 1947- Dissections Plane & Fancy. Cambridge Univ Press 1997. 0521571079 Cloth $34.95


Graph Connections: Relationships Between Graph Theory and Other Areas of Mathematics; Ed. by Lowell W. Beineke. Clarendon Oxford 1997. 0198514972. Cloth $65.00


Roman, Steven. Introduction to Coding and Information Theory. Springer-Verlag 1997. 0387947043. Cloth $35.95


Wang, Hao, 1921- Logical Journey: From Goedel to Philosophy. MIT Press 1996. 0262231891. Cloth $40.00


Luo, Zhi Quan. Mathematical Programs with Equilibrium Constraints. Cambridge Univ Press 1996. 0521572908. Cloth $54.95

Hilton, Peter John. Mathematical Reflections: In a Room with Many Mirrors. Springer-Verlag 1997. 0387947701. Cloth $37.95


54 Against the Grain / June 1998

<http://www.against-the-grain.com>
Math Bestsellers from page 54

Krantz, Steven G. (Steven George), 1951 - Primer of Mathematical Writing: Being a Disquisition on Having Your Ideas Recorded. Typeset, Published, Read and Appreciated. American Mathematical Society 1997. 0821806351. Paper $19.00


Book Pricing Update from page 52

were treated as textbooks. But in 1997, Cambridge published 73% of its computer science titles as textbooks. A discussion of Cambridge be complete without considering titles published as lower under works since many libraries, ing textbooks, usually exclude their approval plans. Between number of lower undergradu- textbooks fluctuated, but al siderably lower than the upper ones. In 1997, only six science designated as lower under bearing such titles as Phys- 500 problems & solutions guide to Mathematica ver. For many librarians it may be reassuring to know that, although Cambridge has increased its treatment of science textbooks, titles at the lower undergraduate level are not substantially contributing to the numbers.

As one of the most prominent University presses, Cambridge is frequently included on general University Press publisher-based Approval or New Titles Announcement Service plans. However, their strong coverage in the sciences may be of particular interest to librarians considering publisher-based plans in Mathematics and the Natural Sciences. Some of the large sci-tech publishers, such as Springer-Verlag, Birkhauser, or Elsevier, are usually the first considered for such plans, given the tendency of University Presses to concentrate their coverage within the Humanities and Social Sciences. But Cambridge should not be overlooked as an integral part of any such plan. Their demonstrated commitment to science book publishing over the past ten years substantiates their significance to this field of scholarly publishing.

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