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People Profile: Albert McClendon & John Majors

Editor

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duplicate a distribution service and why do/would they want to? Are your services that expensive for publishers?

AM & JM: The distributor's sale is the cheapest sale a publisher can make. They have no sales or customer service expense, minimal billing expense, no collection problems and they ship mostly bulk quantities to distributors. Most publishers understand what a good deal the arrangement is and are very supportive and appreciative of distributor services. Many publishers have not properly allocated expenses to their own warehouse activities. Any publisher that outsources quickly learns the good value of accurate pick, pack and ship services along with call center services and accounts receivable services.

ATG: What is the future of the middleman/jobber? Can they compete with the Elseviers of this world?

AM & JM: Elsevier, despite any complaints they may get, is a forward-thinking company helping to push the scientific market into the electronic world of the future. However, sometimes they may alienate customers unnecessarily by not being true partners that acknowledge the expense savings librarians have by dealing with agents and distributors who consolidate the information of multiple publishers and give librarians consolidated billing and one source for customer service and reporting. There are also many benefits for publishers who deal with distributors, and most publishers will not pass up these efficiencies.

ATG: I notice that you all have just done some "partnering" with Elsevier. And Elsevier is also partnering with OCLC/netlibrary. Why? What are the advantages? What has the reaction been to Majors' partnership with Elsevier?

AM & JM: Remember that Elsevier Health Sciences Book Division operates under different management than the Elsevier Journal Services. The book division is primarily made up of staff from Mosby and Saunders. Since they don't have a sales force dedicated to the health science libraries at universities and hospitals across the country, they have relied on the distributor network. The partnering with distributors in this market is not new although they have stepped up the marketing initiatives. This has caught the attention of many libraries and helped us both increase sales of important new books in an environment where dollars are often diverted to sexy electronic products before they are proven more useful than the new print product.

ATG: What's your secret to your rapport with your employees? It belongs in a management text.

AM & JM: Having an exciting vision and clear mission statement is the primary ingredient, but there is no secret. Bruce Nordstrom, Steve Covey, and many more authors have stated repeatedly that customers will only be treated as well as are the employees. What probably helps the most is to have fun along the way (also the title of Majors' history).

ATG: Tell us about your network in the US and how you cover the country. You don't do business internationally, do you?

AM & JM: The library market for Majors is the domestic market. We have reps that call on both bookstores and libraries on behalf of our STM publisher partners. We present front lists and publishers' special promotions, and we provide access to more than 100,000 STM titles on majors.com by title or subject area and access to another 700,000 trade titles through a strategic alliance with Ingram. We have a virtual standing order program allowing online editing in advance of the weekly shipment. The program includes cover images, sample chapters, and tables of content. These electronic services sell themselves once a rep gets a customer to try them.

Our sales in the US include sales to international distributors such as Ingram, EBSCO, and Baker & Taylor, so our books end up in many different countries.

ATG: When you sold your journals business in favor of your book business, some thought you were going "against the grain." Are you happy with that decision looking back a few years?

AM & JM: Our journal division was a valuable complement to our book services for many years. In the early '90's, when electronic delivery of journal content was an experiment, we saw potential expenses with no end. EBSCO's acquisition of the division in 1993 coincided with the advent of Web pages, followed in 1995 with Amazon's electronic shipping innovations. In short, the timing was perfect for our concentration of resources on new electronic services, which allowed us to continue to be a leader in book services for the STM market.