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People Profile: Beth Ashmore

Editor

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size and structure have different purchasing requirements. There is room in the market for both aggregators and publishers to sell direct. Different offerings will have different appeal to different buyers. In any healthy market, there is more than one way to buy the same product. Aggregators have been an essential part of the distribution chain because they enable publishers to focus on what they do best, publishing relevant content, and aggregators enable libraries to focus on what they do best, disseminate and facilitate access to relevant content. The electronic world may seem frictionless compared to that of print but, in reality; the task of innovation in distribution is still a specialized discipline. The role of aggregator will be alive and well for some time to come.

David Bass, SVP of Sales and Marketing, ebrary

This only makes sense if librarians and end-users believe that having to search individual collections is the best use of their time spent finding, indexing, and archiving valuable authoritative content. ebrary believes there is a place for "individual branded collections" and integrated/aggregated collections. It depends on the audience (e.g., academic vs. career colleges) and budgets.

William A. Woischnis, Chairman & Chief Marketing Officer, Knovel Corporation, Knovel Interactive E-Library

Knovel's publishing model is based on aggregation. Knovel partners with the world's best science and technical publishers, like Wiley, McGraw-Hill, Kluwer and others, to offer full-text access to their premium titles. So in Knovel's experience the answer is "no," we do not see a trend in eBooks of publishers going it alone. The trend we see is aggregation and cooperation.

Lisa Nachtigall, Director, Online Reference Product Development, Oxford University Press

Oxford's databases have always been viewed as appropriately and affordably priced. Oxford Digital Reference Shelf, our e-reference program, offers libraries a new option for incorporating electronic resources into their collection development programs. This allows the collection development decision to remain with the librarian, while keeping prices affordable.

Bonnie Hawkwood, Program Director, eBook & Distributed Database Programs, Thomson Gale, Gale Virtual Reference Library

There are already a number of eBook models that seem to be working; aggregation is an acceptable model as long as publishers obtain adequate royalties to offset direct purchases.