Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your Crack Staff of News Sleuths

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*The Citadel*

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: Bruce Strauch (The Citadel)

Editor’s Note: Hey, are y’al1 reading this? If you know of an article that should be called to Against the Grain’s attention … send an email to <kstrauch@comcast.net>. We’re listening! — KS

SOCIAL NETWORKING THRU WRITING PULP
by Bruce Strauch (The Citadel)

The group-written potboiler Naked Came the Stranger was a best seller in 1969. Now WEbook is going to specialize in collaborative novels. They hope to capture 5-10% of the $50 billion a year US publishing market. They have 700 members working on 58 projects. And with novels pecked out and read on cell phones becoming best sellers in Japan, who knows where this could go?


PLUTOCRACY AND CONSOLATORY DEBAUCHERY
by Bruce Strauch (The Citadel)

Bad boy publishing mogul Felix Dennis is the creator of all college guys’ favorite reading Maxim. He began his lucrative career with Oz which got him brief jail time for obscenity; cashed in on the death of Bruce Lee with Kung Fu Monthly; before concocting the formula for the lad magazine that soared beyond the languishing skin magazine standards.

He sold Maxim for $240 million, but still owns The Week and 50 other titles among which are a slew of computer magazines.

The London Times estimates his wealth at $1.5 billion, but he says it’s much less due to his LST or Lifetime Spending Total. He says his pursuit of vast wealth “led me into a lifestyle of narcotics, drink, and consolatory debauchery.”


WILL LEGAL RESEARCH BECOME EASY?
by Bruce Strauch (The Citadel)

Lawyers prepare cases by searching old cases for precedent. Circa 1800, John West founded Westlaw to compile US cases into “reporters.” Today, big law firms will shell out $4 million a year for Lexis and Westlaw.

Then young lawyers, Philip Rosenthal and Edward Walters noticed that courts were posting filings online and decided to found a rival. Eight years later they have Fastcase, an online legal-research service. They only have $10 million a year in revenue, dwarfed by Lexis Westlaw’s $6.5 billion, but they have found a niche serving small firms that can’t afford the big guys.

But at the same time, others are on the same mission: PreCydent, Public.Resource.org, and Collexis Holdings’ Casemaker division. PreCydent is using software algorithms to replicate human research analysis in the same fashion of Google’s software.


MAKING ACADEMIE PAY OFF
by Bruce Strauch (The Citadel)

Kenneth Thygerson had a high flying career in finance but finally got worn out by quarterly reports and the push to perform. He hit on the idea of online training for corporate employees and launched Digital University in 1998.

Turn-over is high in entry level jobs and companies need inexpensive training. His school charges from $5 to $60 per employee and the 170 course offering includes everything from stress management to advanced financial math. Classes run from 30 to 90 minutes.


Rumors
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Talk about resourceful and “green” (not just a name!) Look at what Kingsley Greene <greenk@sage.edu> (Director, Libraries, Sage Colleges) has done with some NUCS! Made a loveseat. See his interview, this issue, p.58.

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A COLLEGE IS A TERRIBLE PLACE TO WASTE
by Bruce Strauch (The Citadel)

What you’ve known for a long time, but now people are starting to say out loud. College is as big a joke as high school, prolonging adolescence and sending students utterly unprepared into the job market.

Student evaluation of faculty has the cowed profs avoiding all confrontation and providing feel-good grading systems. Colleges pander to immature whims via Tuesday and Thursday classes only, lavish facilities and large bureaucracies of “res life staff.”

The author’s suggestion? Hold your money and college for later. Put the kid in some semi-meaningful experience. The wait will be a gain. “Plato and Tolstoy were not writing for kids.”


SOCIAL NETWORKING YOUR WAY TO FAME AND FORTUNE
by Bruce Strauch (The Citadel)

Stephanie Meyer, 34-year-old mother of three has hit it huge with her Twilight series (Little, Brown Books for Young Readers). The latest — Breaking Dawn — has an initial print run of 3.2 million copies. Vampire guy meets teenage girl and they fall in love. Sort of. He also wants her blood. Which for young girls seems to symbolize sex.

Part of the secret of her success — the first social networking best seller. Go to StephanieMeyer.com to check it out.

Meanwhile, publishers have doubled the number of new titles in one year, yet revenues remain flat.


GERMANS GO JAZZY
by Bruce Strauch (The Citadel)

German newspapers face the same ad revenue decline as America’s, but are thriving. A lag in German readers embracing the Web allowed them to learn from American mistakes. Once stodgy papers developed tabloid editions and color photos and more original content. They allow their Websites to be portals with unlimited surfing and downloads. They all compete nationwide so they didn’t suffer the monopolistic complacency of America’s big city dailies.


THEY’RE ALL THAT?
by Bruce Strauch (The Citadel)

The usual biz mag article about a new CEO — Mary Berner — who’s going to turn around Reader’s Digest Association, a $2.8 billion media conglomerate. But of interest because the company is so much more than the ailing but still eight million circ (once 17 m) U.S. Digest. There’s RD International with Digest China (Puzhi); a School and Ed Service division that includes five million circ Weekly Reader; Home & Garden, Health & Wellness with the 1.2 million circ Handyman; Food & Entertaining Div with 1.7 million circ Every Day With Rachel Ray.