Best Sellers --Reference Titles 2001-2002

Francoise Crowell
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Digital imaging, databases, and preservation were explored on several panels. Fernando Acosta-Rodriguez of the New York Public Library lead the discussion "Capturing History," which included a history of the contributions of renowned Latin American librarian Marietta Daniels Shepard and her role in the development of SALALM. Rhonda Neugebauer of the University of California, Riverside, moderated a panel that focused on the Digital Library. Victor Cid Carmona (El Colegio de Mexico) shared the results of his research on digitization projects in Mexico. The "Effectiveness of the Internet v. the Library as a Cultural Resource for the Foreign Language Classroom" was discussed by John Storm of Brigham Young University and Elsa Barbarena and Maricela Jimenez of Universidad Nacional Autonoma de Mexico presented "Mexicoarte: una alternativa electronica para conocer la historia de arte de Mexico."

Next year's SALALM president, Darlene Waller of the University of Connecticut, brought together speakers from Cuba, Mexico and the United States to share perspectives on the panel, "Cuban History in Word and Image." The utilization of illustrations in Cuban biographical studies was discussed by Elizabeth Acosta, Biblioteca Nacional José Martí and Enrique Camacho Navarro of Universidad Nacional Autonoma de Mexico shared insights into pictorial representations of Fidel Castro in publications. Projects which will provide Web access to digitized images of Cuban political posters and Cuban book covers were explained and demonstrated by Sharon Moyahan, Christine Mueller and Wendy Pedersen, all from the University of New Mexico General Library.

Joseph Holub's (University of Pennsylvania) workshop on "International Governmental Organization Resources" focused on resources available from the Inter-American Development Bank, the Organization of American States, and The United Nations. A workshop presented by Don Panzera and William Williamson of the Library of Congress explored how vendors can increase the visibility of the publications they offer by supplying a richer bibliographic record, enhanced with table of contents information. The three current Library of Congress Table of Contents (TOC) projects: Electronic Cataloging in Publication, D-TOC (scanning of TOC information) and ONIX (XML metadata); were demonstrated and energetically discussed by vendors and interested librarians. Additional themes and issues explored in panels included Latin American feminism, approaches to Latin American history, history of the book, library cooperation, pamphlets in research collections, Latin American film clips and collection building and management.

Of particular interest to catalogers and those who utilize the OCLC database was the discussion in the Subcommittee on Cataloging and Bibliographic Technology concerning the creation of non-English bibliographic records by libraries outside the United States and what it means for a U.S. library to enhance and recatalog these records into English following the guidelines of OCLC. At issue is how, in a shared international bibliographic database, libraries can contribute and utilize records in the language of their local catalog and whether a single record, with data in multiple languages, or separate records for each cataloging language, best serves the needs of libraries and their patrons.

Salalistas always find time for fun, and this year was no exception. After the cordial opening of the Book Exhibits, participants were treated to a reception at Cornell's Olin Library Sunday evening. Monday night found conference attendees dancing to a Latin beat at the annual Libreros reception. Excellent food, good company and the annual raffle to raise funds for Enlace Travel funds highlighted the event. Lief Adelson, of Books from Mexico was the master of ceremonies.

At its forty-seventh meeting, SALALM paused to consider what it might look like at age fifty. Plans were made to hold the 2005, fiftieth anniversary, meeting in Gainesville at the University of Florida which was host to the first SALALM held at Chinesetug Hill, in Brooksville, Florida. The celebration will include pictures and remembrances of conferences past, early participants, and memorable events.

Next year's meeting will be held in Cartagena, Colombia, May 23-27, 2003 with the theme "Celebrating Culture: Space, Symbols, and Tradition in Latin America and the Caribbean." A preconference focusing on MARC 21 for Latin American librarians will be sponsored by SALALM and organized by the Subcommittee on Cataloging and Bibliographic Technology under the direction of its incoming Chair, Ana Cristín of the Library of Congress, and Ageo Garcia of Tulane University.

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**Best Sellers — Reference Titles 2001-2002**

by Françoise Crowell (Yankee Book Peddler) <FCrowell@YBP.com>

**Editor's Note:** This is the second year I have compiled a list of YBP's bestselling reference titles and thought it might be interesting to compare the two lists (see ATG v.13, #4, p.75). Last year Oxford UP topped the charts with 11 titles; this year there are seven, but the prize goes to ABC Clio with 10 titles. Price often dictates how many copies of a title YBP sells, but price was no object for two titles: The Encyclopedia of Criminology and Deviant Behavior (4 volumes) has a list price of $520 and The Encyclopedia of Ethics (3 volumes) a list price of $350! (Seems criminal and unethical to me.) Again this list is well rounded with many subjects included. Perhaps I am feeling my age and being sensitive noting that the topic of aging was covered for the first time this year with three titles, balanced, thank goodness with two titles on Children's lit. Add these titles to your reference shelf and please the young and old. — FC

**Publications Manual of the American Psychological Association.** Amer Psychological Assn 2001 $34.95 Cloth 1557987904

**Communications and Safety.** Neil M. Davis Associates 2001 $22.95 Paper 0931431107

**Handbook of Interview Research: Context & Method.** Ed. by Jaber F. Gubrium. Sage Publications 2002 $107.95 Cloth 076191951:

**Oxford Companion to Shakespeare.** Ed. by Michael Dobson. Oxford Univ Press 2001 $60.00 Cloth 0198117353


**Encyclopedia of Ethics.** Ed by Lawrence C. Becker. Routledge 2001 $350.00 Cloth 0415936721

**W.E.B. Du Bois: An Encyclopedia.** Greenwood 2001 $89.95 Cloth 0313296650

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Talk of the Trade

by Barry Fast

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The book Trade is not as glitzy as The Industry (Hollywood), but there is more than enough gossip to share. Here’s the latest book world buzz, some serious, some frivolous, all true.

But They Still Won’t Sell Wheaties

Borders, the second largest retail bookstore chain, will overhaul the way it selects and merchandises books. Gregory Josewicz, the Chairman and CEO of Borders, says his stores will adopt “category management” to buy and promote books. First pioneered in the grocery business (Josewicz rose from bagger to president over 22 years at Albertsons’), category management relies upon manufacturers and distributors to stock shelves and determine placement. Borders will modify category management by choosing publishers to co-manage 250 different book categories. These co-managers will determine which titles will be bought, and how they will be arranged and displayed in the stores. Borders will have the final say, but will rely on these publishers, based on their expertise in each category.

According to the Wall Street Journal, three examples have already been set up: HarperCollins will co-manage the Cooking and Romance categories, and Random House will co-manage the Young Readers continued on page 86

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