1990

Subscription Information

Editor

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Altbach: "Librarians must help to develop a system which provides more flexibility [for dealing with copyright]. Publishers must not just insist on the perquisites of copyright but also permit more adequate access to knowledge. I am not arguing for a return to the old days of widespread copyright violation, but rather for a better balance. For the moment, the pendulum has swung too far in the direction of those who control knowledge."

And there was an article in the Wall Street Journal (May 1, 1990, p.B1) about Rupert Murdoch who wants to prove that "global is better in books." Murdoch owns Harper & Row, Harper Perennials, Basic Books, Collins Publishers, Grafton, Times Books, Zondervan, Scott Foresman, and Little Brown to name only a few.

From the Newsletter on Serials Pricing Issues: Number 21, April 27, 1990:
It looks like serials prices will be going up, up, up!! Regarding 1991 Subscription Pricing, Joel Baron (Faxon) states: "I am concerned about the potential levels of 1991 title inflation." For the non-USA publisher, Mr. Baron cites 8-10 percent increases for the year covering normal domestic inflation, volume inflation, and page inflation. To that, however, must be added the general postal increases coming in 1991. "At a USPS briefing...[Baron] attended in Washington, they were talking about increases similar to those the publishing industry saw two years ago, and those were around 26 percent. In summary, the price increases for non-USA titles in 1991 could look like the following:

<table>
<thead>
<tr>
<th>Currency value</th>
<th>7-9 percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation (CPI, volume, page)</td>
<td>8-10 percent</td>
</tr>
<tr>
<td>Postage 2-4 percent</td>
<td>Range 17-23 percent</td>
</tr>
</tbody>
</table>

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