For those of us who play on smaller stages, in some ways it’s not so very different. If your organization sells eBooks that means you might work for a book vendor, a bookstore, an online bookseller, or for Google; or for a serials vendor, a database vendor, or a publisher; or for an aggregator, maybe commercial and maybe nonprofit; or for a network or consortium. While your content may be similar your context won’t be, and everyone is trying to find the right combination. Your competitor today might be your partner tomorrow; Or the reverse. Or it might be hard to tell one from another.

For librarians, the job is to figure out which combinations will work best. Which ones will stick and which will fall apart. Difficult questions and another of those things they didn’t teach you in library school. It’s been so long for me, though, how would I know? Maybe they do teach it today, and if they do, I should go back and take the course — most likely, online.