Full page ads
A compilation of topic-specific titles, covering the hottest areas of research in the use and impact of information technology.

Released monthly and priced at a fraction of the cost to purchase each title individually!

For more information regarding IGI Global’s Topic Collections, please visit:
www.igi-global.com/collections
YBP Library Services
Meeting the Needs of Health Science Libraries for 40 Years

YBP offers the following services customized to meet your library’s needs:

- Demand-driven acquisitions
- Integrated print and ebook approval plans
- Technical services
- Access to the latest medical titles
  - Brandon/Hill updates
  - Nicki’s Picks for Medical Librarians
  - Doody’s Reviews in GOBI³
- Ability to acquire digital ebook content from a choice of aggregators, including ebrary, EBL and NetLibrary/EBSCOhost

We look forward to providing services for your health science library for many more years!

For more information on how YBP can best serve your library, please stop by booth #2150 at ALA Annual.

sales@ybp.com | www.ybp.com
According to a *Library Journal* independent study, the number one barrier to eBook circulation in a library is that:

**Patrons are unaware of eBook availability in their institutions**

**Bring eBooks to where your users are...**

**Increase usage and visibility**
by bringing your eBooks into the EBSCOhost experience

To find out how you can integrate eBooks and audiobooks into your collection, contact request@ebscohost.com.

www.ebscohost.com/ebooks

*"The Growing Importance of Ebooks in U.S. Library Collections," Library Journal Independent Study, September 2010*
Palgrave Macmillan
The Best Academic Resources in Print and Online

Over 7,500 eBooks on Palgrave Connect

www.palgraveconnect.com

Online reference products offering the latest research and scholarship

The Statesman’s Yearbook Online

The New Palgrave Dictionary of Economics Online

Online archives now available!

Visit us at ALA 2011!
Booth # 3133

Longstanding Annual Publications

Award-Winning Program in Humanities & Social Sciences

(888) 330-8477 • Fax: (800) 672-2054 • www.palgrave.com
Educate. Enable. Achieve.

IEEE Xplore® Digital Library

Driving research at the world’s leading universities and institutions

- Increase scholarly output and research development with access to over 2 million full-text IEEE articles
- IEEE publishes 16 of the top 20 journals in electrical engineering and is the most-cited publisher in new patents*
- Customize subscription options to your degree program

*Thomson Reuters Journal Citation Reports; 1790 Analytics, LLC

“IEEE is the umbrella that allows us all to stay current with technology trends.”

Dr. Mathukumalli Vidyasagar
Head, Bioengineering Dept.
University of Texas, Dallas

Request a Free Trial
See how IEEE Xplore can power your research.
www.ieee.org/academic
The Most Complete Global Resource for Computer Scientists and Information Technology Professionals

- Unlimited full-text access to all scholarly content ever published by ACM since 1954 to the present
- Includes 288,000 Articles, 270+ Conference Proceedings Titles, 39 High-Impact Journals, 8 Specialized Magazines, and 43 Special Interest Groups contributing content
- Full-text access to the complete contents of ACM's award-winning flagship publication Communications of the ACM, including access to all premium content on the magazine's Web site http://cacm.acm.org
- Contains The Guide to Computing Literature Index — the largest and most comprehensive bibliographic database in the field of computing with over 1.6 million records and 9 million references to the computing and IT literature
- Advanced technology includes cutting-edge search functionality and guided navigation
- COUNTER 3 Compliant Usage Statistics
- Advancing the field of computing and technology with the highest-quality content at affordable rates

Request a free trial of the ACM Digital Library today at DL-Trial@acm.org

For more information about the ACM Digital Library and Guide to Computing Literature, please visit http://libraries.acm.org or contact ACM at DL-Info@acm.org or call +1-212-626-0676

http://libraries.acm.org
Cold Spring Harbor Perspectives in Biology

A new type of online review journal

- Spanning the complete spectrum of the molecular life sciences
- Article collections that build month by month
- Written and commissioned by experts in each field

The Authoritative View
Expert reviews in the molecular life sciences.

www.cshperspectives.org
Doing Better for Families

April 2011 250 pp. 9789264098725

All OECD governments want to give parents more choice in their work and family decisions. This book looks at the different ways in which governments support families. It seeks to provide answers to questions like: Is spending on family benefits going up, and how does it vary by the age of the child? Has the crisis affected public support for families? What is the best way of helping adults to have the number of children they desire? What are the effects of parental leave programmes on female labour supply and on child wellbeing? Are childcare costs a barrier to parental employment and can flexible workplace options help? What is the best time for mothers to go back to work after childbirth? And what are the best policies to reduce poverty among sole parents?

African Economic Outlook 2011:
Africa’s Emerging Partners

June 2011 280 pps. 9789264111752

This tenth edition of the African Economic Outlook finds the continent on the rebound and expects it growth performance in the next years to resume at pre-crisis levels. The focus is Africa’s Emerging Economic Partnerships, presenting a comprehensive review of Africa’s expanding economic relations with countries outside the continent that until very recently did not belong to the club of traditional “donors”, the OECD Development Assistance Committee. Africa benefits not only from the visible direct interactions with large emerging countries – investment, trade, aid – but also from the macroeconomic, political and strategic advantages that their rise has produced. As always, country chapters provide detailed information on a country-by-country basis and the statistical annex provides a wide variety of indicators for the countries covered.
Backed by the strength of Ingram, with the largest print and electronic content inventory in the book industry, Coutts delivers innovative systems, expertise, and precise assistance in developing and maintaining your library’s collection.

Call 1 800 263 1686 or learn more at ingramcontent.com/coutts
firm orders
standing orders
shelf ready processing
electronic ordering and invoicing
online order status
searchable order database
brief MARC record download
non-book fulfillment of video, audio, music
out-of-print service
quick and accurate fulfillment
personal customer service

Tradition and Innovation Under One Roof

thebookhouse.com

208 W. Chicago St. – Jonesville, MI 49250 – 800.248.1146
bhinfo@thebookhouse.com
Complete Digital Archives Free to Current Subscribers

The complete backfiles of 18 of M.E. Sharpe’s oldest and most prestigious journals are now available to current institutional subscribers at no additional cost for the life of the subscription. For most of these journals, 40+ years of archival content is now accessible in digital format for the very first time. For non-subscribing libraries, these backfiles are priced attractively for one-time purchase.

The full digital archives beginning with Volume 1 are now available for these journals.

**Asian Studies**

Published since the late 1960s, these translation journals are a primary source documenting the rise of the dynamic East Asia we know today.

- The Chinese Economy
- Chinese Education & Society
- Chinese Law & Government
- Chinese Sociology & Anthropology
- Chinese Studies in History
- Contemporary Chinese Thought
- The Japanese Economy

**Russian and East European Studies**

Published since the time of Sputnik in the late 1950s, these translation journals trace the intellectual trends and debates of the Soviet and post-Soviet world.

- Anthropology & Archeology of Eurasia
- European Education
- Journal of Russian & East European Psychology
- Problems of Economic Transition
- Russian Education & Society
- Russian Politics & Law
- Russian Social Science Review
- Russian Studies in History
- Russian Studies in Literature
- Russian Studies in Philosophy
- Sociological Research

M.E. Sharpe is a member of CrossRef and Portico.

**M.E. Sharpe**

**TO ORDER:** Call 800-541-6563  •  fax 914-273-2106  •  www.mesharpe.com
C&EN Archives broadens the range of support your library provides to departments beyond chemistry:

- Medicine
- Engineering
- Environmental Studies
- Business
- Economics
- Marketing
- Social Sciences
- Policymaking

Since 1923, C&EN has been the premier newsmagazine reporting and analyzing every major event, trend, and development in the chemical enterprise. With the launch of C&EN Archives, all that information – more than 500,000 high-resolution pages of content – is instantly accessible and fully searchable.

C&EN Archives is fully integrated into the award-winning ACS Web Editions Platform, so you can instantly search and locate all ACS Publications content from a single portal.

A special Charter Subscription rate is available for a limited time. Or choose the one-time payment option. For more information, contact your ACS Representative or go to pubs.acs.org/cen-archives
Are you getting the whole picture?

Complete online journal archives now available

Adding Palgrave Macmillan’s journal archives to your library’s collection will allow your institution to:

- Save time - users will have direct access to complete back files
- Save money - no individual article download costs
- Save space - reclaim valuable shelf space in your library

For more information or to obtain a quote for your institution, please contact institutions@nature.com.

www.palgrave-journals.com/archives/
Gain the freedom to focus on the mission and values of your organization

A-Z List • Backsets • Document Delivery • eBooks • ERM • License Management • Link Resolver • Metadata • Search • Subscriptions • Usage Statistics • And More!

Facebook.com/SwetsAmericas  www.Swets.com  Twitter.com/Swets_Americas
AIP has created three information-packed online archives, each of which for a one-time payment gives you permanent access to a broad range of AIP content dating back to our first journal issues in 1930. Together, these backfiles will provide your patrons with more than 300,000 papers from AIP journals and conference proceedings, and more than 55 years of fascinating features from AIP’s flagship magazine, Physics Today.

AIP Digital Archive
The AIP Digital Archive provides permanent access to the complete backfiles—more than 250,000 articles—of AIP’s eight wholly owned journals for the years 1930 to 1998. The archive contains groundbreaking research going back to Vol. 1, No. 1 for:

- The Journal of Chemical Physics (1933 – 1998)

AIP Digital Archive Supplement
To complement the AIP Digital Archive, we’ve now created the AIP Digital Archive Supplement. When added to the AIP Digital Archive, the Supplement will complete your collection of AIP backfile content. The Supplement offers permanent access to more than 50,000 additional articles from:


Physics Today Digital Archive
Physics Today has covered world-changing events from the discovery of the transistor to the prospects for renewable energy in 21st century. Now AIP has created the Physics Today Digital Archive, containing seminal articles and probing features going back to the first issue in 1948. The new archive gives you access to all content older than five years, and each year we will add another year of content—at no charge to current Physics Today subscribers.

For more information and pricing, contact mdrago@aip.org, or call +1 516-576-2483.
A leading multimedia publisher specializing in applied research publications on all aspects of information technology management.

Handbook of Research on Culturally-Aware Information Technology: Perspectives and Models
Emmanuel G. Blanchard (McGill University, Canada), et al.

International Journal of Knowledge Management
Murray E. Jennex (San Diego State University, USA)
ISSN: 1548-0666; Established 2005

Related Titles:
Web 2.0-Based E-Learning: Applying Social Informatics for Tertiary Teaching
Digital Culture and E-Tourism: Technologies, Applications and Management Approaches

Related Journals:
International Journal of Digital Library Systems
ISSN: 1947-9077; Established 2010
International Journal of Technoethics
ISSN: 1947-3451; Established 2010
Journal of Database Management
ISSN: 1063-8016; Established 1990

For more information regarding IGI Global’s premier resource publications, please visit:
www.igi-global.com
HIGH-IMPACT
JOURNALS FOR YOUR LIBRARY’S COLLECTION

- Premier Journals in the Fields of Biochemistry and Molecular Biology
  - Mobile Delivery Available for Subscribers
  - Interactive Teaching Tools for Classroom Use

SUBSCRIBE
www.asbmb.org/publications
“Rochester Institute of Technology finds great value in the SPIE Digital Library’s multidisciplinary nature.”

Linette Koren, Librarian, RIT

SPIE Digital Library
See us at SLA or ask today for a free trial
SPIEDigitalLibrary.org
The express resource for academic, institutional and corporate libraries

The ASME Digital Library

www.asmedl.org

Meet your research needs with subscription access to journals, conference proceedings, and books on a single platform

All 24 of ASME’s Transactions Journals plus Applied Mechanics Reviews, and more than 100 ASME annual conference proceedings volumes – totaling over 60,000 articles and papers – are available to subscribers on a single platform with integrated searching and linking features! New content is added continually.

Just a Click Away...

Now engineers, scientists and researchers have a full range of information, features, and services right at their fingertips:

- Contents alerts and RSS feeds
- Abstract-level searching without subscription
- Links to cited source articles from other publishers via CrossRef
- Links to abstracting and indexing databases enabling the retrieval of related articles including those that cite source material
- Ability to download citations to a variety of citation managers
- COUNTER compliant statistics and usage reports
- Full-text articles (for subscribers)
- Pay-per-view available
- Hosted on the Scitation® platform

Subscribe now to more ASME journals and conference proceedings for less money with ASME 2012 Subscription Packages

Save when you subscribe to all 24 ASME Transactions Journals (Package 1) in print and online.

Save on conference proceedings packages designed for specific areas of interest including engineering technology, energy and power, design, manufacturing and systems engineering, and pressure technology and pipelines. Go to www.asmedl.org for complete details of subscription packages.

NEW!

EBooks Package

100 titles planned for 2012!

Option 1 Annual Subscription
Standard 12-month subscription for 2011
Access to the entire eBook collection
Cost: $2,500

Option 2 One-time Purchase
Continuous access to the current titles of the entire eBook collection
Cost: $12,500

To order a subscription package, contact your subscription agent or ASME at:
1.800.843.2763 or 1.973.882.1167 email: infocentral@asme.org All prices subject to change.
Science Translational Medicine

“Science Translational Medicine is at the leading edge of articulating the possibilities, the challenges, and the promise of translational medicine.”

Garret A. Fitzgerald, M.D., University of Pennsylvania

Science Translational Medicine promotes human health by providing the latest biomedical research findings and detailing the significant progress toward the prevention, diagnosis, or treatment of a disease, striving to close the gap between basic research and applicable therapeutics.

Science Signaling

Science Signaling is the leading e-resource of cell signaling. A recent issue focused on research into signaling pathways that affect cancer cell survival, and adaptation to drug treatment, which may lead to therapeutic approaches that overcome or prevent drug resistance.

For the latest AAAS/Science news, visit ScienceOnline.org/librarian
Get that DSM-IV-TR® book off your reference shelf

And make it more accessible to your patrons through PsychiatryOnline.com!

TWO institutional subscription options to access DSM-IV-TR online

Request a free 30-day institutional trial at www.PsychiatryOnline.com/freetrials.

Or email institutions@psych.org for a subscription rate quote.

Contact us for more information or to purchase a subscription:
Call 703-907-8538 or Email institutions@psych.org

Priority Code: AP1108
SIAM JOURNALS  
Your link to the world of applied mathematics

SIAM journals bring you the latest in applied math and computational science research.

The full text of SIAM journals... is published electronically on a continuous basis. Print subscriptions are also available for 12 of the journals.

SIAM’s e-journal delivery platform... is useful and intuitive, and offers features like citation downloading in BiBTeX format, e-first article RSS feeds and TOC mail alerts, sophisticated searching and pay-per-view.

Institutions can subscribe to journals... individually, or at a discount in custom-built mixes or via a pre-set package. Complete institutional pricing information can be found at:

- academic customizable packages: www.siam.org/membership/customizable.php
- academic predetermined packages: www.siam.org/membership/predetermined.php
- corporate membership: www.siam.org/membership/corporate.php

SIAM REVIEW  
ISSN: 0036-1445 (print) /1095-7200 (electronic)  
Available formats: Print (6" x 9"), Online

MULTISCALE MODELING & SIMULATION  
ISSN: 1540-3459 (print) / 1540-3467 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on APPLIED DYNAMICAL SYSTEMS  
ISSN: 1536-0040 (electronic only)  
Available formats: Online: electronic only, multimedia format

SIAM Journal on APPLIED MATHEMATICS  
ISSN: 0036-1399 (print) / 1095-712X (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on COMPUTING  
ISSN: 0097-5397 (print) /1095-7111 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on CONTROL and OPTIMIZATION  
ISSN: 0363-0129 (print) / 1095-7138 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on DISCRETE MATHEMATICS  
ISSN: 0895-4801 (print) / 1095-7146 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on FINANCIAL MATHEMATICS  
ISSN: 1945-497X (electronic only)  
Available formats: Online: electronic only

SIAM Journal on IMAGING SCIENCES  
ISSN: 1936-4954 (electronic only)  
Available formats: Online: electronic only, multimedia format

SIAM Journal on MATHEMATICAL ANALYSIS  
ISSN: 0036-1410 (print) / 1095-7154 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on MATRIX ANALYSIS and APPLICATIONS  
ISSN: 0895-4798 (print) / 1095-7162 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on NUMERICAL ANALYSIS  
ISSN: 0036-1429 (print) / 1095-7170 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on OPTIMIZATION  
ISSN: 1052-6234 print / 1095-7189 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on SCIENTIFIC COMPUTING  
ISSN: 1064-8275 (print) / 1095-7197 (electronic)  
Available formats: Print (6" x 9"), Online

SIAM Journal on THEOREY OF PROBABILITY and its APPLICATIONS  
ISSN: 0040-585X (print) / 1095-7219 (electronic)  
Available formats: Print (6" x 9"), Online

Epubs.siam.org
The **AER Celebrates 100 Years of Publishing**

Established in 1911, the *AER* is among the nation's oldest and most respected scholarly journals in the economics profession. In 2011, the *AER* will add two more regular issues at no extra charge, publishing seven issues in February, April, May, June, August, October, and December.

Visit us at SLA Booth #1027, in Philadelphia, June 12–14, 2011

More than 125 Years of Encouraging Economic Research

www.vanderbilt.edu/AEA
**Annual Reviews** intelligently synthesizes critical literature in the Biomedical, Life, Physical, and Social Sciences, including Economics. Our editors and authors are premier contributors to their fields. Your patrons can rely on **Annual Reviews** to assess the available research and deliver the ideas that matter, to cut out the noise, and to meet their research needs efficiently and in a timely manner.

**ANNUAL REVIEWS NOW AVAILABLE ON MOBILE DEVICES! USERS CAN NOW:**

- Browse journals and issues
- Search journals by keyword, author, title
- Access abstracts
- Access full-text articles (subscription required)

Visit [www.annualreviews.org](http://www.annualreviews.org) from a mobile device to learn more.

**PAIR MOBILE DEVICES TO SUBSCRIPTIONS FOR CONTENT ON THE GO!**

The new Annual Reviews pairing app, separately available in App Store and Android Market, allows users to pair their mobile device to institutional resources for access to content on or off campus. Learn more at: [http://www.annualreviews.org/page/about/mobile](http://www.annualreviews.org/page/about/mobile)

**SECURE A SITE LICENSE FOR YOUR PATRONS TODAY.**

Visit [www.annualreviews.org](http://www.annualreviews.org) or email: sitelicense@annualreviews.org for more information.
“Researchers can now focus on the information gleaned from searches, rather than spending an excessive amount of time seeking it.”

LORI PHILLIPS, Associate Dean of Libraries
University of Wyoming

Discover Summon™ for your library.
Visit www.serialssolutions.com/discoversummon
“I have often told people that I felt that I had another staff member off-site, in Bridgeton, Missouri.”
Susan Sheridan
Amherst College

“You’re a benchmark for how customer service should be conducted.”
Eric Kidwell
Huntingdon University

“Great customer service! That’s why we love to work with Midwest.”
Lydia Mureh
Lee University

“Our representative is unfailingly pleasant and is diligent about calling to follow up on any questions about our orders. I feel that she does her job in a most thorough and conscientious manner. Thanks to Midwest for the excellent experience that I have had working with your company.”
Katie Olson
Skagit Valley College

“We recently signed up with Midwest to handle our Continuations. The customer service is outstanding. Our representative is extremely helpful and returns emails and phone calls right away. We couldn’t be happier.”
Leanne Roseberry
Lincoln Land Community College

“The service you and your staff have given us has always been excellent, but during our disaster recovery effort you really came through for us.”
Ruth Ross
Olympic College

“You have always gone that extra mile that makes a great service even more so. Your service has been an important factor in keeping my library a steady customer.”
Dan North
University of West Florida

“Thanks for your smile that reached across the miles, for your patience, and your constant devotion to optimal service.”
Betty Kelly
Furman University

“I truly appreciate the service that you give us and I always enjoy talking to you on the phone. I think you are absolutely WONDERFUL and you give AWESOME service.”
Carolyn Marr
Wayland Baptist University

“Once again, Midwest’s customer service has gone so far beyond the normal request level. In both my professional experience and my personal experience, I don’t know of any other company that comes close to providing such excellent customer service.”
Karen Kriegel
San Francisco Public Library

“I appreciate that you do not have an electronic answering system. It is so great talking to a “real” person. In this world of electronic communication, it has been so nice to actually talk to someone and get issues resolved quickly.”
Carol Gregorich
Harrisburg Area Community College

“Midwest does a wonderful job on processing and binding. The books are always “crisp & clean” and neatly done at reasonable prices.”
Carla Kramer
Ventura College

“Our representative is the most pleasant, on top of it, bend over backwards to help, and just plain friendly person with whom I deal. She is an outstanding asset to your company.”
Martha Yelton
Johnson County Library

“I have used many vendors over my past 20 years and Midwest has had the best performance.”
Glenda Alvin
Tennessee State University

We strive for complete customer satisfaction, with service second to none.

Outstanding Service  Professional
Courteous  Prompt  Zero Error Rate

Midwest Library Service
11443 St. Charles Rock Road  Bridgeton, Missouri 63044-2789  U.S.A.
Phone: 800-325-8833  314-739-3100  mail@midwestsls.com
Fax: 800-962-1009  314-739-1326  www.midwestsls.com