# Against the Grain

**Against the Grain** (USPS 012-618) (ISSN 1043-2094) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC; 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409. Subscription price per year is $50 U.S. ($60 Canada, $85 foreign, payable in U.S. dollars). Periodicals postage paid at Charleston, SC. Postmaster: Send change of address to Against the Grain, LLC; 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409.

**Editor:** Katina Strauch (College of Charleston)

**Associate Editors:**
- Rosann Bazirjian (UNC-Greensboro)
- Cris Ferguson (Furman University)
- Tom Gilson (College of Charleston)
- Joyce Stuber (U. of Utah)
- John Riley (BUSCA)

**Research Editors:**
- Judy Luther (Informed Strategies)

**Assistants to the Editor:**
- Ileana Strauch
- Toni Nix (Just Right Group, LLC)

**Editor At Large:**
- Dennis Brunning

**Contributing Editors:**
- Richard Abel (Consultant)
- Rick Anderson (University of Utah)
- Michelle Finchbaugh (U. of Maryland Baltimore County)
- Anthony Ferguson (U. of Hong Kong)
- Hari Krishnan (American Psychological Association)
- William M. Hannay (Schiff, Hardin & Waite)
- Emelie Delquie
- Tom Gilson (College of Charleston)
- Rick Lugg (R2 Consulting Services)
- Mary (Tinker) Massey (ERAU)
- Jack Montgomery (Western Kentucky University)
- Liz Procopio (University of Georgia)
- Susan Rose (University of Massachusetts at Lowell)
- Richard Abel (Consultant)

**Graphics:**
- Bowles & Carver, Old English Cuts & Illustrations
- Grafion, More Silhouettes
- The Chap Book Style

**Production & Ad Sales:**
- Toni Nix, Just Right Group, LLC, P.O. Box 412, Cottageville, SC 29429, phone: 843-835-8604, fax: 843-835-5892

**Advertising:**
- Toni Nix, phone: 843-835-8604, fax: 843-835-5892
- Publish at lowcountry.com

**Send ad materials to:**
- Attn: Toni Nix, Just Right Group, LLC
- 398 Crab Apple Lane, Ridgeville, SC 29472

**Publisher:**
- A. Bruce Strauch

**Send correspondence, press releases, etc., to:**
- Katina Strauch, Editor, Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409, phone: 843-723-3536, fax: 843-805-7918, katina@againstthegrain.com

**Against the Grain is indexed in:**
- Library Literature, LISA
- Ingenta
- The Informer

Authors’ opinions are to be regarded as their own. All rights reserved. Printed in the United States of America. This issue was produced on a Power Mac G4 using Microsoft Word, and Adobe CS2 Premium software under Mac OS X Tiger.

---

## AGAST THE GRAIN

### Table of Contents

<table>
<thead>
<tr>
<th>v.23 #5 November 2011 © Katina Strauch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issues, News, &amp; Goings On</strong></td>
</tr>
<tr>
<td>Rumors........................................ 1</td>
</tr>
<tr>
<td>Letters to the Editor..................... 6</td>
</tr>
<tr>
<td>From Your Editor............................ 6</td>
</tr>
</tbody>
</table>

### Features

**E-Everything: Putting It All Together — Guest Editor, Audrey Powers**

**The eBook User Experience in an Integrated Research Platform**
- by Michael Gorrell
  - With libraries’ increased spending on eBooks, are they getting proportionally more value by these expenditures?

**Next Generation E-content Integration: If You’re Not Open, You’re Not Integrating**
- by Mark Johnson, Anh Bui and Helen Szegi
  - We need to collect, connect, and integrate resources around the end-user experience in ways that are more personalized, more relevant, and more targeted.

**Op Ed — Random Ramblings**
- by John Schmittroth
  - Fascinating front and back story of the EA, one of our most necessary reference tools.

**Print-based Humanities Research: Is It Time for a Fresh Look at the Digital Age?**
- by Bob Holley
  - New research possibilities are being opened up by the digital age.

**Back Talk**
- by Bob Holley
  - Bob Holley

**ATG Special Reports**

**Foreshadowing the Web from the 1950s: Gale’s Encyclopedia of Associations...92 by John Schmittroth**
  - Fascinating front and back story of the EA, one of our most necessary reference tools.

**ATG Interviews**

**John Dove**
- by Deb Vaughan
  - This month, read about intellectual property and staff development in academic libraries.

**Reviews**

**From the Reference Desk**
- by Katina Strauch

---

**Against the Grain is copyright ©2011 by Katina Strauch**
**LEGAL ISSUES**

Edited by Bryan Carson, Bruce Strauch, and Jack Montgomery

Legally Speaking.................................................................72
The First Sale Doctrine Under Attack? by Bryan Carson — The first sale doctrine is a basic part of copyright law. A recent decision in the 2nd Circuit Court of Appeals has attacked the very basis of this doctrine. Bryan thinks it is an ill-considered response to an egregious situation. And look on p.78 where Bryan tells us about some big news in the world of intellectual property.

**PUBLISHING**

Biz of Acq.................................................................77
Where’s the Backlog? by Kim Wallis and Mary Dolan — By working smarter instead of harder, the technical services department at Sonoma State University Library cut down the backlog of materials in the department.

@Brunning: People & Technology.....79
At the Only Edge that Means Anything/How We Understand What We Do by Dennis Brunning — Dennis takes us through Hubert Burda’s The Digital Wunderkammer, the HathiTrust/Author’s Guild business, and the new Friday at the ASU Libraries.

And They Were There...............82
Reports of Meetings — SALALM 56 Report from Claire-Lise Bénaud, and more reports from the 30th Annual Charleston Conference compiled by Ramune Kubiliaus.

Papa Abel Remembers...............97

**BOOKSELLING**

Bet You Missed It ..................12
by Bruce Strauch — What do archaeology and beer have in common? Read about it here!

Collecting to the Core.................86
The Greco-Persian Wars by Fred W. Jenkins — The continued battles between East and West make historically significant books a must-have for any college collection.

IMHBCO (In my Humble But Correct Opinion)........88
Top 10 Things You Can Do To Make Your Scholarly Resources More Accessible to (and More Accessed By) Undergraduates by Adriana Parker — Rick has turned his soap box over to Adriana this time and he thinks we need to listen to what she tells us!

**AND VENDING**

Under the Hood ..................90
Adopting & Adapting by Xan Arch — New processes and tools are an inevitable part of working in a library.

Library Perspective, Vendor Response..90
by Robin Champieux and Steven Carrico — Robin and Steve discuss eBook preservation as well as several sessions they attended and hope to attend in Charleston in 2011.

Oregon Trails ..................93
Go West Young Man by Tom Leonhardt — Tom lets us in on what it is feeling like to be retired. Next time, though, he is going to return to book lists.

Little Red Herrings...............101
Designer Codes by Mark Herring — Mark is always on the cutting-edge! His column in this issue is in a QR code. Try it out and see what happens!

**INTERNATIONAL DATELINE**

JUSP: the UK Journal Usage Statistics Portal .........94
by Angela Conyers and Peter Shepherd — JISC (the UK Joint Information Systems Committee) has taken the automated collection data further with the development of the Journal Usage Statistics Portal (JUSP).

**TECHNOLOGY AND STANDARDS**

Pelikan’s Antidisambiguation ..........8
“Content Producer Goals vs. Public Perception” by Michael P. Pelikan — We can’t simply discount any given scenario as too implausible or unexpected to take seriously.

Wandering on the Web ..................96
What’s in Your Toolbox?: Online Resources Keeping LIS Professionals Informed by Africa S. Hands — Africa provides customized research services and training workshops.

Technology Left Behind ..........100
Redefining Our Borders by Cris Ferguson — Cris used to work at a Borders and she has memories and opinions to show for it.

"Linking Publishers, Vendors and Librarians"

Against the Grain is your key to the latest news about libraries, publishers, book jobbers, and subscription agents. ATG is a unique collection of reports on the issues, literature, and people that impact the world of books, journals, and electronic information.

Uncommon ...
ATG is published six times a year, in February, April, June, September, November, and December/January. A six-issue subscription is available for only $50 U.S. ($60 Canada, $85 foreign, payable in U.S. dollars), making it an uncommonly good buy for all that it covers. Make checks payable to Against the Grain, LLC and mail to:

Katina Strauch
209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409

*Wire transfers are available, email <kstrauch@comcast.net> for details and instructions.

Against the Grain / November 2011