2012

Full Page Ads

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
(2012) "Full Page Ads," Against the Grain; Vol. 24: Iss. 6, Article 2.
DOI: http://dx.doi.org/10.7771/2380-176X.6216

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
The APA Handbooks in Psychology Series comprises multiple two- and three-volume sets that address the reference needs of researchers and practitioners in psychology. These reference resources provide undergraduate and graduate students with invaluable supplementary texts, not only for “filling in” their own specialty areas but also for gaining a sound familiarity with central and emerging specialties across the field.

APA Handbooks in Psychology Series:

- APA Addiction Syndrome Handbook
- APA Educational Psychology Handbook
- APA Handbook of Behavior Analysis
- APA Handbook of Counseling Psychology
- APA Handbook of Ethics in Psychology
- APA Handbook of Industrial and Organizational Psychology
- APA Handbook of Psychology, Religion, and Spirituality
- APA Handbook of Research Methods in Psychology

APA Handbook of Psychology, Religion, and Spirituality

Editor-in-Chief: Kenneth I. Pargament

Now available for institutional purchase.

The APA Handbooks in Psychology Series is delivered exclusively through APA PsycNET.
YBP Library Services

YOUR BRIDGE TO DIGITAL & PRINT SOLUTIONS

CONTENT
Choose digital and print content from leading ebook aggregators and research publishers

WORKFLOW OPTIONS
Collection Development, Duplication Control, Cataloging and Physical Processing, Electronic Invoicing

ACQUISITION OF CONTENT
Approvals, Collections, Continuations, Demand-Driven Acquisitions, Firm Orders, Subscriptions

YBP partners with the leading content aggregators and publishers to offer the most comprehensive digital and print discovery and fulfillment services available from any vendor. We supply not just content, but the choice of format, backed by our outstanding customer service.


Stay connected:
For more information, call 800-258-3774 or email sales@ybp.com www.ybp.com
Publisher of specialized topics focusing on the utilization and management of information science and technology in the areas of:

- Business & Management
- Computer Science
- Education
- Engineering
- Government
- Healthcare
- Library & Information Science
- Social Science

Books | Journals | Teaching Cases | Databases

Visit IGI Global at ALA Midwinter Meeting / Booth #145

Introducing InfoSci®-Select
Build Your Own Custom Database

- Select titles to meet the specific needs of your institution.
- Choose from 2000+ premier reference titles.
- Purchase 10+ titles and receive tiered discounts.
- Utilize the advanced InfoSci®-Platform features.

Learn more about InfoSci® Select at the ALA Midwinter Meeting 2013
For all order inquiries, please contact: cust@igi-global.com

www.igi-global.com
Enable Research Collaboration
Monitor, Support and Facilitate Users
Identify Content Trends
Showcase your Library’s Value

www.swets.com/mendeley
Do you have the need ... to WEED? Let collection development products from Bowker® keep you on track.

Collection development products like Resources for College Libraries™ (RCL) and Bowker Book Analysis System™ help thousands of academic librarians sort core titles quickly.

Academic libraries face the task of weeding on a regular basis, and collection development policies are built on it. There are many good reasons why:

- To ensure currency and relevance – purge outdated materials
- To protect or discard worn items
- To provide access to the right titles per core recommendations
- To increase shelf space for print titles or make way for the new learning commons
- To determine and take action on gaps in the collection

But weeding is hard and downright emotional at times, not to mention costly, in both time and money. With the right toolset from Bowker, weeding projects can be streamlined, decision time capped, resources and budgets saved, and collections, developed!

Let Resources for College Libraries™ (RCL) and Bowker Book Analysis System™ help.

www.bowker.com
Where shelf-space and shelf-life come together

- Coordinate withdrawals and share archiving responsibilities
- Analyze circulation data and highlight overlap with peer institutions
- Identify and protect high value collection assets

- Withdraw low-use monographs while retaining access to other copies

See GreenGlass @ ALA Midwinter
Jan 25–28, 2013 • Seattle, WA
Booth #837

Sustainable Collection Services
COUTTS IS STRONGER WITH INGRAM

O UR STRENGTH IS IN OUR EXPERIENCE

Offering world-class selection, service, and support you trust, the unrivaled quality of Coutts is now even stronger with Ingram. We offer the broadest print and digital content inventory for your library’s collection. Join us in shaping the libraries of today and tomorrow.

For library solutions, call 800-263-1686 or send an e-mail to programsandservices@ingramcontent.com.
Coming Soon...

The ASME Digital Collection

New Platform • New Enhancements • New Name

The ASME Digital Collection, formerly the ASME Digital Library, is moving to the state-of-the-art Silverchair SCM6 online platform. This move brings with it many enhancements for accessing ASME’s renowned journals, conference publications and eBooks, including:

• Intuitive Institutional Interface
• New Taxonomy
• Full Text and Taxonomic Search
• New Topical Collections
• Improved Usability, Information Discovery and Ease of Reading
• Enhanced Content Display and Tools
• Personalization
• Mobile Optimization for All Web-Enabled Phones and Tablets

Subscribe Now to the ASME Digital Collection Subscription Packages.

Phone: 800-843-2763   Fax: 973-882-1717    asmedigitalcollection@asme.org
The definitive resource to an essential array of financial models and their real-world applications.

- **Volume I** Addresses Asset Allocation, Asset Pricing Models, Bayesian Analysis and Financial Modeling Applications, Bond Valuation, Credit Risk Modeling, and Derivatives Valuation

**Encyclopedia of Financial Models**

978-1-118-0673-3 • 3-Volume Set
November 2012 • 2,100 pp • Hardcover

**Introductory price:** Valid until 2/28/2013: $900.00 US/ $990.00 CAN/ £600.00 UK/ €720.00 EU

**Thereafter:** $1,100.00 US/ $1,210.00 CAN/ £800.00 UK/ €880.00 EU

Digital Subscription also available through Wiley Online Library beginning September 2012.

Edited by FRANK FABOZZI, with contributions from:


For more information please visit
www.wiley.com/go/encyclopediaoffinancialmodels
Software Testing in the Cloud: Perspectives on an Emerging Discipline

Scott Tilley (Florida Institute of Technology, USA) and Tauhida Parveen (Independent Consultant, USA)

A comprehensive collection of research by leading experts in the field providing an overview of cloud computing and current issues in software testing and system migration. Deserving the attention of researchers, practitioners, and managers, this book aims to raise awareness about this new field of study.

High-Impact Peer-Reviewed Research in
Translational Medicine and Cell Biology

**Science Translational Medicine** is the newest journal from AAAS. Published with the same high-quality standards as *Science*, the journal seeks to close the gap between researcher and clinician by publishing important interdisciplinary research with new ways to prevent, treat, and diagnose widespread and rare medical conditions.

**2011 Impact Factor 7.80**
Double the 2010 Impact Factor

**Science Signaling** publishes research and commentary pertaining to cell biology. Papers selected provide improved understanding of the effects of cell chemistry on biological systems and advance new biological signal transduction concepts, aimed to advance discoveries in cancer research.

**2011 Impact Factor 7.50**
Among the top 20% in cell biology

For more information about AAAS resources, visit: ScienceOnline.org/librarian
To request a free trial or quote, visit: ScienceOnline.org/request
SPIE Digital Library

SPIEDigitalLibrary.org

The world’s largest collection of optics & photonics research

For more information visit SDLinfo.org

“The SPIE Digital Library gives access to over 50 years of the highest quality applied optics and photonics research; a valuable addition to any science and technology collection.”

– Randy Reichardt, Librarian, University of Alberta
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 AVAILABLE ON MOBILE DEVICES! USERS CAN NOW:

- Connect to library resources
- Browse journals and articles
- Search journals by keyword, author or title
- View abstracts
- Read full-text articles (personal or institutional subscription required)
- Read forthcoming articles (personal or institutional subscription required)
- View and search references and related links

Visit www.annualreviews.org from a mobile device to learn more.

SECURE A SITE LICENSE FOR YOUR PATRONS TODAY.

Visit www.annualreviews.org or email sitelicense@annualreviews.org for more information.
The Choice is Clear.

Experience CRO3... the latest leap forward from Choice Reviews Online, with these new features and more:

- New state-of-the-art HighWire Press Platform
- New easy, one-stop searching of reviews and editorial features
- New automatic linking/cross-referencing across all content
- New moderated “comments” section allows readers to share opinions
- New instant bookmarking/sharing of content with colleagues and friends
- New unlimited user-created custom alerts

CRO3 is the perfect companion to a CHOICE print subscription

- Access to over 175,000 CHOICE reviews, all magazine content, and exclusive online features
- Download, print or email search results
- Create, save, print, email and download lists of selected titles
- All content available in both HTML and PDF formats

CHOICE
CURRENT REVIEWS FOR ACADEMIC LIBRARIES
The Clear Choice is Choice Reviews Online - CRO3

To learn more about Choice Reviews Online, visit us at www.cro3info.org
Put the history of modern physics at your patrons’ fingertips.

AIP Digital Archives

THE PAST IS PROLOGUE TO THE FUTURE.

AIP Digital Archive
More than 300,000 articles from 10 AIP journals, dating back to Vol. 1, No. 1, in an extraordinary archive of ground-breaking physics research from 1930–1998. Plus, the AIP Conference Proceedings — with findings from many of the most important scientific meetings around the globe.


Physics Today Digital Archive
Enjoy unlimited access to AIP’s flagship magazine, from the first issue in 1948 to 1998.

For more information and to order, contact sales@aip.org, +1 516.576.2413, or your local sales agent.

www.aip.org
New for Spring 2013, Drama Online is the ultimate online resource for plays, critical analysis and performance for libraries, educators, students and researchers.

Developed in partnership by Bloomsbury Publishing Plc and Faber and Faber Ltd, Drama Online features the pre-eminent drama titles from the Methuen Drama, The Arden Shakespeare and Faber lists, to form a collection of the most studied, performed and critically acclaimed plays from the last two and half thousand years.

In addition, it provides expert student guidance in the form of scholarly notes, annotated texts, critical analysis and contextual information. Performance and practitioner texts from theory to backstage and acting guides, coupled with audio material, will make this an essential study tool meeting the full range of drama teaching needs.

**Key Features and Benefits**

- Instant access to hundreds of plays and reference works
- Regularly updated with contemporary plays and study materials
- Expert guidance with annotated texts, scholarly editions and critical material
- Powerful full text searching and advanced search options
- Filtered browsing across authors, periods, genres and themes
- Personalization features: annotate, save, share, extract, citation options
- Simple navigation and intuitive user interface, easily accessible from VLEs
- View cast size and the number of lines per character
- Rehearsal grids illustrate when characters appear in scenes
- Quick access to ‘part books’: lines for individual characters
- Option to turn textual notes on or off
- Detailed monologues and audition speech search
- Comfortable on-screen reading experience complete with pagination, stage directions and lineation in place
- Cross referencing via DOI (Digital Object Identifiers) and OpenURLs
- Industry standard access: unlimited concurrent access via IP recognition, Shibboleth, library cards, and username and password for remote users
- COUNTER compliant usage statistics and library branding
- Extensive online help and excellent customer and technical support
- Available to institutions via subscription or purchase

Register now at www.dramaonlinelibrary.com to receive updates, pricing and trial information about Drama Online as it is released
EconLit Now Has Economics Articles Published since 1886!

The American Economic Association (AEA) has created EconLit records for journal articles indexed in Volumes 1–10 of the AEA’s Index of Economic Articles. Many of these journals are now available in full text and may be linked to from EconLit if they are part of a library’s holdings.

The EconLit records include complete bibliographic citations, subject descriptors and subject codes from the AEA’s 1961–1968 classification system, geographic and regional descriptors, and named historical persons.

EconLit will soon add records for articles from 1886–1968 collective works (edited volumes, conference proceedings, etc.). We will also match abstracts from the Journal of Economic Abstracts (1963–1968) and from the Journal of Economic Literature (1969–1986) to journal records.

The older records will become part of EconLit subscriptions at no extra cost.

For more information contact info@aeaweb.org.

EconLit: Your Source of Worldwide Economic Research

Begell Digital Library on iPad and iPhone

www.dl.begellhouse.com


50 Cross Highway, Redding, CT 06896; tel: (203) 938-1300; fax: (203) 938-1304; e-mail: orders@begellhouse.com
JBC: MOVING WITH THE SPEED OF SCIENCE

- Affinity Sites Highlighting Papers in Emerging Research Areas
- Article Capsules Offering Readers Snapshots of the Latest Papers
  - Mobile Delivery to Your Device of Choice

SUBSCRIBE
asbmb.org/publications

Journal of Biological Chemistry | Molecular & Cellular Proteomics | Journal of Lipid Research
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
ABC-CLIO’s eBook Collection is a perfect match for the way students conduct research today.

“Bottom Line:
For design, this rates a ten. For content, it also rates a ten. For ease of use, it’s a ten. For rational pricing (keeping the discounts firmly in mind!), ten again. All in all, this is a truly viable alternative to printed reference books. Enthusiastically recommended to public and academic libraries. It’s something your researchers can, and will, use.”

—Library Journal, February 15, 2010

To sign up for your free 60-day preview, please visit www.abc-clio.com/previews today!
Serving Libraries with Any Book in Print

- 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
Join our family of satisfied customers!
Take their word for it and try us.

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

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

“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

“I love the new status report. It sure makes things easy when checking on unfilled orders—what a great idea. Your website is so easy to navigate and it is easy to check on orders and even cancel if you have to. Kudos to Midwest.”
Pat Christensen
Olds College

“I am seriously considering consolidating all of our orders and sending them to Midwest. The major reason is that I love the new InterACQ. I usually have to deal with all different types of databases, i.e, excel, pdf, etc. Your system gives me pretty much everything I need—status, expenditures, invoices, etc., and saves me lots of time.”
Alan Schut
Dominican University

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

“I am Midwest’s biggest fan. I can’t believe how every shipment is dead on accurate and how all the books are so neatly packed; nothing ever damaged. Thanks for being such a great company and providing such tremendous service!”
Cindy Hubbard
Merced College

“Once again, Midwest’s customer service has gone 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 (retired)
San Francisco Public Library

“The service we receive from each and every one of you is utterly amazing. I cannot think of a single moment when I’ve been treated “just OK.” You are all wonderful to work with and I have come to rely on each and every one of you. You all make my job easier and certainly much more fun.”
Kelly Darnell
Albuquerque/Bernalillo County Library

“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

“I want to thank you for all the great service you have provided this year. It was a very hectic year for us with so many changes in budget matters, vendors and turn over in staff. Through it all, we have always been able to depend on Midwest as our mainstay for orders.”
Shirley Jeffries (retired)
College of Charleston

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

“Outstanding Service”

“Courteous”

“Professional”

“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
Fax: 800-962-1009 • 314-739-1326
mail@midwestls.com
www.midwestls.com