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ASA Annual Conference 2012: Best Way to Predict the Future Is To Invent It

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The annual conference of the Association of Subscription Agents and Intermediaries has become the international event that draws a broad spectrum of publishers, agents and intermediaries, librarians, and others who facilitate transfer of knowledge to a growing global audience. The theme of the 2012 conference, held 27-28 February in London, was “Best Way to Predict the Future Is to Invent It.” Featuring 17 speakers, the two-day program was organized around five session themes: Context Not Containers, The Semantic Web, Libraries – What Next, eBooks – Onwards & Upwards, and New Roles for the Modern Intermediary. This issue of Against the Grain is pleased to publish six papers from the conference that were submitted to ATG.

Brian O’Leary — Context First: A Unified Theory of Publishing — talks about publishing being unduly governed by the nature of the container — the physical book. Although demand for digital content has grown substantially, publishers continue to treat digital formats as a derived or secondary use. As a result, context is truncated or excluded, reducing the degree to which content can be discovered and consumed. At the same time, content abundance places pressure on publishers to find new and more effective ways to market content products. O’Leary explains why publishers must start now to revise their content workflows so that they can link to and maintain context while creating and distributing both physical and digital products.

Daniel Mayer — From Discovery to Delivery: Publishing Opportunities on the Semantic Web — addresses how semantics have emerged as a critical technology for the online distribution of content and have entered mainstream adoption by publishers, in particular to power advanced information access features on their portals and to package their content innovatively. He discusses the key current applications for semantics on the Web, including some not present in the original vision, and underscores underlying trends shaping how we shall manage, distribute, and access information in the future.

Chris Banks — Spaces and Clouds: The Library as a Destination and Launch Pad — discusses why in an increasingly digital age the library as a physical entity — one with the right spaces and facilities and services to meet a variety of study and research needs — is as important as it has ever been. She examines the emerging trends at the University of Aberdeen — an institution which has invested strongly in preparing for the twenty-first century — and that she will continue to join us at the Retreats! Speaking of the Fiesole Collection Development Retreats, just saw that Tilburg University (TU) is now running OCLC WorldShare Management Services, making it the first European library to adopt the cloud-based library management solution. Tilburg was ranked among the top 500 universities in the world in 2012. The incredible Mel Collier was the director of libraries during the 2010 Fiesole Retreat. Mel is “retired” except he is always busy, like most retired librarians I know!

At nearly twenty years of “highly gratifying and thoroughly enjoyable work with Casalini Libri,” the gorgeous and vivacious Colleen Campbell will be moving on to new professional challenges. Her last day at Casalini will be February 27th. Word is that Colleen will be joining Ithaka and that she will be based in Berlin. Good luck, Colleen, and please keep in touch!

Colleen has been a key assistant of the Fiesole Collection Development Retreats along with all the charming Casalini familia including Michele and Barbara Casalini. I hope that Colleen will continue to join us at the Retreats! Speaking of the Fiesole Collection Development Retreats, just saw that Tilburg University (TU) is now running OCLC WorldShare Management Services, making it the first European library to adopt the cloud-based library management solution. Tilburg was ranked among the top 500 universities in the world in 2012. The incredible Mel Collier was the director of libraries during the 2010 Fiesole Retreat. Mel is “retired” except he is always busy, like most retired librarians I know!

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If Rumors Were Horses

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continued on page 6

continued on page 12

What To Look For In This Issue:

Is a Theory of Collection Development Possible?........................................34
The Journey to Digitize the Nineteenth Century........................................55

Interviews

Zac Rolnik........................................42
Mitchell Davis..................................48
Samantha Burridge.........................51
Bill Park...........................................75

Profiles Encouraged

Hilary Davis.....................................39
now publishers................................46
BiblioLabs.........................................50
Palgrave Macmillan Ltd.....................53
Dean Sanderson...............................70
Cheryl E. Highsmith.........................85

Plus more........................................See inside

Against the Grain

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Editor’s Note: Hey, are y’all reading this? If you know of an article that should be called to Against the Grain’s attention ... send an email to <kstrauch@comcast.net>. We’re listening! — KS

MOBILE PHONE LITRA’CHER

by Bruce Strauch (The Citadel)

Margaret Atwood (The Handmaid’s Tale), at age 74, is still in the literary action. Fascinated by Wattpad and adolescents who read stories on their iPhones, she tried — you guessed it — a Zombie story — The Happy Zombie Sunrise Home. So far, she has gotten a mere 80,000 reads, which is nothing next to Abigail Gigg’s vampire saga The Dark Heroine, with 4.8 million. And Abigail got a six-figure contract with HarperCollins.


JULIA CHILD OF MEXICO

by Bruce Strauch (The Citadel)

89-year-old British-born Diana Kennedy has passed the last 55 years in Mexico collecting recipes from cooks across the country. She lives in an adobe house with an outdoor kitchen, wood-fired grills, and adobe beehive ovens. A rainwater tank is the only water source.

With the eye of an anthropologist and the hand of a home cook, she has learned it all and put it down in nine books. Top chefs from around the world knock on her kitchen door to learn what she calls comida casera — honest food. See e.g., Nothing Fancy (Dial Press, 1984), My Mexico (Clarkson Potter, 1998).

See — Beth Kracklauer, “The Expat,” Saveur (Special Issue Mexico), p.56.

WOMAN’S WRATH

by Bruce Strauch (The Citadel)

And if you’re in the mood for novels about vengeful women: Helen Zahavi, Dirty Weekend (1991); Anita Shreve, The Weight of Water (1997); Helen Dunmore, Your Blue-Eyed Boy (1998); Charles Dickens, Great Expectations (1861); Kate Pullinger, Weird Sister (1999).


Emery goes on to explore developing areas in libraries and where librarians’ focus will be in the next five years.

Ann Lawson — Thriving in Chaos: Intermediaries Delivering Value in a Changing Landscape — discusses how the burgeoning volume of electronic content, in its many forms, is constantly changing the landscape for all involved in the information industry, leading to a reliance on multiple solutions for management and delivery. This is costly and resource-hungry. Our world is becoming ever more complex; money is in short supply; libraries need to develop and implement mechanisms and solutions, either by themselves, in consortia, or to outsource to an intermediary.

She states that to help libraries to thrive in such a chaotic, changing landscape, intermediaries have to be agile and quick to adapt, delivering added value to libraries, institutions, corporations, publishers, and consortia alike.

Pinar Erzin — Adding Value to the Publishers’ Business — talks about finding the niche in serving publishers as an agent, without being a traditional subscription agent. She addresses questions: Bridging between libraries and publishers, how does that position sales organizations like Accucoms in the supply chain? Do we compete or do we work together? What are some of the other emerging initiatives being added to the supply chain — for example, small publisher coalitions?