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libraries and other corporate and other special libraries, and they are one “customer set” for many types of publishers and information providers. The publishers who serve them are varied, however there are many other sectors in the industry and customer sets. In many markets end users and their departments fund information services directly, and in some cases marketers and advertisers fund publishers. So it’s a very big market — over $700 billion and the library portion and those who serve them are but one (albeit important) bit.

**ATG:** You’ve said that publishing is too steeped in tradition for its own good. Has the industry made any progress in loosening the restrictions of tradition? If so, can you give us some examples?

**AS:** Many, many companies are doing great things. **Elsevier** is building analytics services and acquiring new entrants like Mendelay a couple years back. **SAGE** has done some interesting things in open access, and **Credo** is creating some innovative services. There are many companies and examples. The pace of technology is moving too quickly and publishers, for the most part, are keeping up. Sometimes markets take longer to change, for example higher ed faculty have definitive ways of doing things and sometimes the pace of change is slower than the tech titans or information service providers would like.

**ATG:** Academic libraries face similar challenges. How would you rate the library community’s response to the disruptions that have shaken its traditions?

**AS:** Overall fairly well. I’d like to see more libraries have strategic plans and be more proactive as “strategic marketers” to their enterprise. But there are many, many examples of leading edge activity, and we are all facing change to meet the changing demands of our markets.

**ATG:** Can you give us specific examples of “leading edge” activities in the library community that have most impressed you?

**AS:** Academic libraries have really led the way in demonstrating their value within the academic environment; developing services to differentiate and substantiate themselves against the world of free content on the Internet and also declining budgets. The dreaded question every academic librarian had to answer is — “Why do we need a library, when everything is on the Web?” or “Why do we spend so much money against the world of free content on the Web?” or “Why do we need a library, when everything is on the Web?” or “Why do we spend so much money against the world of free content on the Web?” or “Why do we need a library, when everything is on the Web?” or “Why do we spend so much money against the world of free content on the Web?”

**ATG:** We also believe that you subscribe to the idea that “sometimes we need to slow down to speed up, rest up and retool, and start fresh.” What is your favorite way to do that? Is there a particular activity that helps you recharge your batteries?

**AS:** I love to take long walks with my husband Greg and six-year-old lab Nell. Swimming is very relaxing for me too. In the summer I garden, though this year I didn’t, given the severe drought in CA, but anything that calms my mind and creates some “zen” is fresh. What is your favorite way to do that? Is there a particular activity that helps you recharge your batteries?

**ATG:** Thank you, Anthea, for taking the time out of what must be a very busy schedule to talk to us.

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**Interview — Anthea Stratigos from page 53**