

September 1992

Advertisers' Index

Editor

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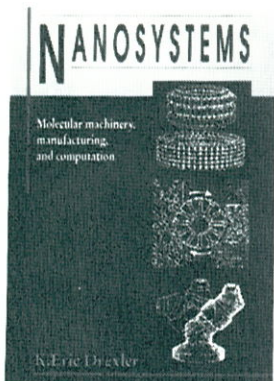
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And We Weren't There

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coast to coast, a faculty spot at the NYU summer publishing institute, serving as keynote speaker at a national publishing conference, and domestic and overseas

publishing consultations.

I guess two of the most satisfying experiences for this 'anonymous' writer were placement of *Book Marketing Handbook* in the permanent public reference collection of the Library of Congress and a nomination to The Publishing Hall of Fame. ☞

Meyer's Connection

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Eventually, all the pieces I have described and "costed out" will come together into a larger picture called the economics of journal publishing.

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NOTE: For those publishers reading this column, JoAnn says that it is important to realize that if your journal subscription is not reaching its destination because of faulty addressing or other reasons then all your mail to that subscriber is delayed, from renewals to meeting notices to promotional brochures. It makes a very simple, yet strong case, for JoAnn's constant reminder to "keep those mailing lists clean and in proper address order."

FINAL NOTE: A very large thank you to JoAnn Malpass for all her time and effort in getting such a grand amount of information to me for this article along with very best wishes as she begins a well-earned retirement this year. The industry will miss you, greatly, JoAnn, for there will be a large hole that no one will fill easily or quickly. ☞