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And They Were There

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And They Were There

Column Editors: **Julia Gelfand** (UC-Irvine)
Sever Bordeianu (U. of New Mexico)

A Report of the Seminar: "Shaping Our Future," Sponsored by the Society for Scholarly Pub- lishing, September 16-17, 1992, Boston, MA

by **Eleanor Cook**
(Appalachian State)

On September 16-17, 1992, sixty some individuals met together at the Lafayette Hotel in Boston, MA, to discuss issues related to the future of scholarly publishing. The participants were evenly representative of publishing, library and support services (vendors). Among each constituency, the mix was also diverse. Publisher representatives came from university presses, scholarly societies, and commercial houses. Librarians represented ARL libraries, college and university libraries, and special libraries. Support service presence included a binder, major serials and book vendors, and a number of independent consultants. In addition, the Copyright Clearance Center was represented. The diverse mix and the level of expertise present at this meeting was a recipe by **Chuck Hamaker**, Assistant Dean for Collection Development at LSU, and **Janet Fisher**, Journals Manager at MIT Press. They did an excellent job of putting the program together. The result was a healthy balance of new and old faces with all having much to contribute.

The seminar began with a series of presentations designed to set the stage for later, more detailed discussions. This gave the participants a chance to spend some time thinking about the broad issues before breaking out into working groups. There were well-timed breaks and the Wednesday luncheon and evening reception provided a positive framework that was intense yet informal. Our waking time was spent engaged in dialog that was directly related to our charge. The participants took their role seriously and little time was wasted. After 36 hours of discussion we came away energized, not exhausted.

An important aspect of the seminar was the lack of tension or animosity.

This was partly due to the mix of people and the level of professionalism. While there were occasional provocative statements and constructive criticisms, the level of communication was highly effective and the end result was often consensus. No one at this seminar came to it without a basic grasp of the issues facing them. Very little was said about serials price issues, for instance, since that topic has been exhaustively scrutinized to little avail (and the British pound had just that day started wreaking havoc on the international currency market, causing nervousness for some!). Instead, the focus was on identifying themes of mutual concern that seemed plausible for action.

Everyone was given a list of questions pertaining to the major concerns that had been presented. Seven breakout groups spent Wednesday afternoon and Thursday morning deeply analyzing specific topics of concern, drawing conclusions and coming to consensus. Later on Thursday morning, each group presented the major themes they discussed. These were then summarized on seven posterboards. The whole group then together synthesized what we had come up with, drawing upon repeated themes.

The common themes about which we reached some conclusions include:

1. Format, peer review, and quality control

Emerging formats must have adequate peer review mechanisms and basic quality control. This situation is currently in a state of transition and we must continue to monitor it.

2. Funding

All members of the scholarly information chain are concerned about revenue streams. To make scholarly communication available and affordable, we must educate each other in what our respective missions are, and inform each other about what financial, legal and organizational restraints we work under. We must listen to each other. Privately-owned entities must seek to understand government-controlled

institutions and vice-versa. State-controlled libraries just work to educate their institutions, governing bodies, and legislatures in recognizing the importance of the global economy upon their fiscal management.

3. Archiving of scholarly works

Libraries have traditionally been responsible for archiving scholarly publications in hard copy format. As format and access methods change, libraries and publishers will have to work together to redefine this function. Libraries will need to explore new administrative arrangements in order to include appropriate and adequate computing resources to fulfill their archiving responsibilities.

4. Document delivery, copyright and the TRLN model policy regarding faculty publication in scholarly journals

There is a dynamic relationship between the individual scholar and the institutions that provide the information that the scholar transforms into knowledge. The environment in which the scholar operates is undergoing massive transformation. Those of us who control, arrange and disseminate raw information must grapple with how to best provide that information, and at what cost. However, the scholar must also be involved in the process. The individual must actively engage in understanding the rights and responsibilities related to the creation, ownership and publishing of knowledge. The TRLN document serves as a catalyst for discussion of these issues.

Many of the participants at this seminar found practical flaws in the TRLN document (for a copy of this document, see *Newsletter on Serials Pricing Issues*, No. 46, Sept. 7, 1992). It was seen by some as even reactionary. However, the document has provided generous examination of the issues. We also concluded from this that it is important to continue dialog with scholars whenever and wherever possible. We should continue to invite them to our meetings, but we should also attempt to reach them on their own ground, i.e. at their conferences and conventions.

5. Standards, collaboration, education

Finding a common language is a challenge that we must continue to work towards. This common language takes many forms in standards such as X-12 communications, NISO standards, SISAC and BISAC, MARC and other similar initiatives. In addition, we must find common meaning in legal standards such as contract language, licensing agreements and business terminology. Third, we must find common ground as human beings. Ethical principles and standards of behavior must be understood by all. While healthy competition is natural and good in the long term, exaggerated misrepresentation of fact and deliberate attempts to mislead or deceive are counter-productive and should not be condoned. Instead, collaboration, cooperation and education should be encouraged. Publisher and support service personnel have all seen the inside of a library, but librarians have rarely had first-hand experience with the working environments of their trading partners. Opening up this avenue could foster understanding and trust. This seminar provided us with increased incentive to find ways to educate each other in concrete ways. Further seminars on selected topics and exchange and internship programs are just a few of the ideas we wish to pursue.

The following report was prepared by Marilyn Geller, Serials Cataloger at MIT and all around wonderful person. Of particular interest to ATG readers is the summary of the "library as publisher" meeting. However, all the issues covered by Marilyn in this report have become daily "facts of life" in our world as librarians and vendors. (Ed note by Michael Markwith)

Snapshots from the 3rd National LITA Conference

by Marilyn Geller, (Serials Cataloguer, MIT Libraries)

The theme of the 3rd National LITA Conference was "Information Technology: IT's for everyone." There is much symbolism to be found in the conference's locale, Denver, Colorado, the gateway to the Rockies. The mountains are dramatic, and we can

imagine a spectacular view from their pinnacles, but the climb to the top must be long and difficult. As if to mirror these images, the 3rd National LITA Conference presented the participants with awe-inspiring visions of the pinnacle of information technology as well as trail guides for the challenging climb ahead of us. What follows is a series of snapshots of the pinnacle and the trail that leads to it.

The first workshop I attended was entitled "PC Troubleshooting." Many of us have been confronted, over the past decade, with the excitement and terror of a new computer that was going to make our jobs easier. This workshop was directed at explaining the hardware and software that create the framework for how we use our computers. Topics included what you need to know to get help, how to document your computer set up, how to prevent problems, and an explanation of disk maintenance and structure.

A program entitled "Empowering the End Users" included four presentations: three from various kinds of libraries and one theoretical paper on the teaching functions needed for good user interface. Ohio State's Gateway project was the first presentation and was centered on how they developed their catalog interface to be as easy and friendly as possible. Pikes Peak Library District's MAGGIE'S PLACE catalog was showcased in the second presentation. Much of this talk was centered on librarian intervention to help patrons use the library catalog more successfully. The third presentation highlighted Denver Public Library's Kid's Catalog project which is using a Mac interface for their CARL system to make the catalog useful to 6-11 year olds. Much of the menu driven system is iconified so that young readers can click a mouse on an appropriate picture and get information with minimal reading skills. Also included in this catalog were book reviews by children for children, graphics of book jackets and series lists of the more popular children's book, all with age level recommendations. The theoretical paper discussed ways of identifying appropriate built in teaching functions as an alternative support system for remote users of catalogs.

The audience was overflowing at a

program called "Navigating the Internet." The first speaker at this program discussed library systems and database limitations. In creating catalogs that are Internet accessible, he suggested that librarians need to state explicitly the scope and content of the database, what is and isn't in the database, in what format and how often it is updated. Also, because remote use doesn't allow users to ask a librarian, local information should be carefully worded (Example: "The red books next to the elevator" is not helpful to a remote user). The second presentation dealt with Internet access and training issues including the cost of access for universities and types of training that are/ought to be available such as printed guides and directories, online training, workshops conducted by librarians and more standardized front-end software. The third presentation in this program addressed Internet "tinker toys" including WAIS and gopher.

(Best quote: "When I have a problem, I don't want to hear about TCP/IP; I want to know how to fix it!"). The final presentation in this session dealt with the history of NREN, the progress that has been made so far and what is still to be done.

A session entitled "Libraries as Publishers" explored the options available to libraries in the electronic environment. The first speaker discussed the current products of libraries such as catalogs and bibliographies and how we might use new technologies to enhance these products. In addition to these products, one of the things libraries do very well is to archive information. Libraries, in the future could become the archivers of primary data in digitized form, but there is still the legal issue of who owns primary data and who can use it. Libraries must update traditional roles to take advantage of new technologies and should concentrate on cooperative projects among themselves. The second presenter spoke from the perspective of a librarian/publisher. He suggested that networked-based information can be more timely than print-based information and might take the place of printed serials. Two caveats in considering an electronic publishing project are to find a niche instead of competing and to find new ways to do old things. The third speaker came from the perspective of a commercial publisher. He suggested that some of the most important

elements that are needed to publish are editing, production, distribution, risk taking and validation of the market. Some questions he asked the audience to consider were whether libraries have the subject depth to handle editorial aspects of publishing and whether libraries could handle the risk-taking and investment required to make a publishing venture work.

The session on **"Libraries and Electronic Networking"** began with an overview of how libraries can use the Internet and what kinds of reorganization will be needed. The speaker raised the issue of cost to institutions for electronic access and the hardware, software and support required to maintain it. He suggested that there is no reliable data on this since it varies so much from region to region. In addition, libraries and computer centers will have to sort out new roles and decide who is responsible for such things as training. Collaboration among and within organizations will have to be encouraged. He urged the audience to reconceptualize the library and to think in terms of new roles and services and new users. In doing this kind of strategic planning he said that you can't have a service plan without a technology plan. In addition, the library will have to learn more about marketing techniques. The remaining speakers discussed projects under way at the Ontario Public Library, in New York State and in Illinois.

The program on **"Economics of Electronic Publishing"** approached the topic from different angles. The first speaker in this session discussed secondary publishing by commercial organizations. He stated that commercial enterprises must maintain or increase profits and are doing this by treating data as a commodity which can be produced in a variety of formats. Costs involved in publishing this secondary data include printing which can be as high as 50% of the total and the preparation of the data. In terms of creating products in the electronic format, printing costs can only be saved if there is a complete change over from the print format. This is very unlikely in the near future. Preparation of electronic information is also very costly since it means the conversion of data into ASCII. Scanning is very costly and has to deal with too many typefaces to be reliable. So the

conversion to an electronic format requires manual rekeying generally. Revenues involved in electronic publishing are different from print in that they are based more on use than on purchase. In the paper format, subscription renewals identify success, but electronic success is based on usage which must be estimated ahead of time. If there will be high use, an access fee might be the appropriate structure while lower usage might require an access fee and an individual article usage fee. Publishers are tentative because they don't know how to charge for these kinds of products yet. In addition, in pricing electronic publications, publishers need to recover the cost of technical support and development. It is also likely that the market for electronic products will be smaller than the market for print for the present. The speaker in the second portion of this session discussed a strategic approach libraries can use in evaluating how to provide patron access to online services. He discussed a variety of options from the standpoint of hardware and software required, subscription and licensing fees, staff time and patron usage. No one option, he said, is the clear cut choice in every situation, but, by analyzing the variables, libraries can select the most cost effective method for providing services.

The program **"Handling Electronic Journals in the Academic Library"** began with an overview of the issues involved in deciding to provide access to these materials. The second presentation discussed the results of a survey of ARL Libraries regarding how many libraries are providing access and in what manner. The final presentation was a case study the MIT Libraries are planning for the integration of electronic journals into their library collection.

Conference participants can never attend all the sessions at a conference. With this in mind, the LITA Conference Planning Committee provided all registrants with the conference proceedings which include brief papers by almost all of the presenters at the conference. If you know someone who attended the conference, ask to borrow his or her copy. It's good reading. For best results, get yourself a picture postcard of the Rockies so that you can see the pinnacle while you're reading about it!

BCALA Sets The Agenda For African American Librarians In the 21st Century

by **Pauline D. Manaka**
(University of California, Irvine)

I. The Conference

After two years of planning and a decade of yearning, the Black Caucus of the American Library Association assembled together more than 960 librarians at its 1st National Conference in Columbus, Ohio on September 4 through September 6, 1992. Over 70 programs were presented and 100+ vendors showcased their publications, computerized materials and other merchandise. Several pre-conference workshops were organized on September 2 through September 3, 1992.

The theme of the conference was **"Culture Keepers: Enlightening and Empowering our Communities."** According to **Sylvia Sprinkler-Hamlin**, conference chair, the conference celebrated African American Librarians as information providers and also those whom the libraries serve. "It is they who must be enlightened and empowered," she said. The theme was celebrated at the pre-conference entitled: **"Keeping Oral Traditions Alive for Children."** The PALS pre-conference was an opportunity for librarians, authors and publishers to meet and talk of providing other means for "keeping the culture." The **"Cultural Diversity in the Workplace"** pre-conference provided managers and librarians an opportunity to hear ways of fostering a climate for diversity in libraries in order to retain more librarians of color in the profession.

II. The Conference Agenda

The conference highlights included keynote speaker Congressman **Major Owens** (NY), several luncheon forums, a tour of the OCLC facilities, Authors' RoundTable, Retired Librarians' Reunion Breakfast and Kuumba, a celebration of African American Theater featuring the North Carolina Repertory Company's production of **"Don't Bother Me, I Can't Cope"** by **Micki Grant** and **Vinnette Carroll**. On Sunday morning, a **"Speakout"**

session provided librarians an opportunity to "talk back." Their concerns were recorded by the conference coordinators. The closing session was led by **Randall Robinson** of TransAfrica Inc.

In the opening remarks, **Major Owens** charged librarians and parents with providing a vision of the future for African American children by creating means to capture the contributions of youth through music and rap. **Gloria Naylor** addressed the Awards Luncheon. She read some excerpts from her soon to be released book: "*Bailey's Cafe*." Author **Eloise Greenfield**, the award-winning children's poet/author talked on "*Reflections in Black: A Personal View*" and stressed the importance of images in African American children's literature. Councilwoman **Augusta Clark** spoke on "*Partnerships Between Librarians and Elected Officials: A Vision*" to address community problems. Mr Robinson reiterated the message that information is power, and that the people without power need information and education the most. To defend African American interests in society, librarians have an important role of providing accurate information to their communities about the new world order, and about events in other countries, particularly Africa and Latin America.

III. Analysis and Interpretations: A Point of View

The overall accomplishment of the conference was to bring together many African American librarians under a common agenda which accommodated the interests of: academic, school, special, public and teaching librarians. The feeling of a common mission and a sense of responsibility toward African American communities, students, in particular library school students, recruitment, was reinforced throughout the meetings.

Librarians and the Multicultural Agenda

The pre-conference given by **Kriza Jennings** of the American Research

Libraries Office of Management Services set the premise for looking at "diversity" in the work environment for African American librarians. Without addressing the decreasing number of library school students, multicultural diversity is a mere dream. There is a need to evaluate what librarians as professionals are doing, in collaboration with library school administrators to attract larger pools of students of color. Library administrators have a role to retain those librarians who are in place. They must show concern, define diversity in their own environments, and create ways to implement and foster diversity as defined. Librarians who are concerned with diversity must be proactive recruiters of future librarians, making an effort to reach children in elementary schools on career days, etc.

Future Research Agendas

Some attention at the conference was drawn to the need for academic libraries to address the ways in which academic librarians of color "work in near isolation, feeling not at all included in their institutions." **Deborah Curry** and **Glendorah Johnson-Cooper** shared the findings of their survey which was sent to 218 African American academic librarians to determine what issues and concerns were most important to them. The total number of responses that were returned were 173. The authors drew conclusions with implications for issues of job satisfaction, racism in the profession and isolation. Among the topics suggested for further research by the study are: cultural diversity, tenure/promotion, affirmative action, mentors, networking, racism/race relations.

Relations Among Academic Librarians and Library Educators

There exists a gap in communication among academic librarians and library school professors which by far exceeds the reality of the struggles for survival as librarians in the same profession. There are too many obvious ways of sharing and interpreting problems in the profession that could benefit from the closer networking of librarians and library educators. **Stephanie Sterling** of UCLA

offered some practical strategies to address some of these. The important observations that she made include the cost of Library Schools in relation to the salaries made by beginning librarians, or librarians in general. The status of librarianship as a profession suffers greatly when compared with other professions. Although we may do better with our salaries than social workers and teachers, we are often not acknowledged with the same respect. Librarians need crash courses on public relations and marketing. To address most of these issues and the stereotypes suffered by the profession, librarians must learn how to "hard sell" librarianship as an information profession because it is marketable!

IV. Conclusion

Most of the deliberations above are observations that could apply to all librarians regardless of ethnicity. Although the ideas were presented in relation to African American librarians, most of the conference participants would agree that these are equally applicable to all librarians. What the conference revealed is the need for African American librarians to involve themselves actively to keep these issues alive in the American Library Association and the Black Caucus equally!

Frankfurter Buchmesse, 42
by **Lyman W. Newlin** (Book Trade Counsellor)

[This is a true story. Lyman Newlin was in Frankfurt, Germany at the Frankfurt Book Fair, as we Southerners call it, from September 28 until October 8 and filed this report on October 12. I hear tell that Lyman was up before dawn and didn't stop until well past 10 P.M. The man is amazing! — Ed]

The flight from Chicago to Frankfurt was uneventful and really enjoyable mainly because I must have had more Advantage miles than others so I was boosted from coach to business class. I fly American Airlines as much as possible because it flies more places to which I need to go — even Germany. Still, it seemed kind of strange that to get to Frankfurt, Germany, on American

Airlines I had to travel to Chicago and then fly back practically over my own house four hours later en route to Europe. At least I got about 900 extra Advantage miles out of the deal. Some day soon, I'll have enough of those miles to go free to Greece, which is about the only country I haven't seen and still want to see. While on this subject, I might say that this was my first trip to Europe via a U.S. carrier. I've gone SAS, KLM, BOA-Canadian, Lufthansa, etc., etc. in the twenty or so trips I've made to Frankfurt. I can say that American Air compared favorably on this trip.

On the morning of my arrival, I rushed to the annual General Assembly of STM, the international association of publishers of Scientific, Technical, and Medical books. The ballroom at the Grand Arabella Hotel, Frankfurt, was packed with about 300 representatives from STM publishers from just about every country in the world which claims a publisher in one or more of these fields. My good friend, **Franz van Eysinga**, managing director of Kluwer Scientific, (and a good client of my organization) was elected president. The talk at STM was mostly about information distribution. The tone of anticipated 1993 book and periodical sales was subdued and I felt rather fatalistic that publishing scholarly books and journals is not what it was in the halcyon 1970-80s. Library sales and relations were mentioned by various speakers. Here, I had just as well put in a plug for STM as a must stop for any librarian attending the Frankfurt Book Fair (I'll give the Fair a plug before I sign off.) The General Assembly meets in Frankfurt on the day before the Fair opens. If any reader of this article would like to have an invitation to the 1993 Fair, I would be happy to arrange same.

At the 1992 Buchmesse I was accompanied by **Dan Halloran**, president of Academic Book Center and my principal client. We had pre-arranged meetings with chief executives of over thirty publishers of the kinds of books libraries buy. Most of the publishers were from the U.S. Dan's almost universal question to these executives included: How do you forecast the sales for 1993? (The answer to this was almost the same question in reverse to Dan.) Suffice it to say that prospects for good conditions

were almost unanimously gloomy. However, almost every publisher plans to put out as many titles as he/she published during the current year, but printings will be smaller. I interpret this to mean higher list prices. There seemed to be as many journals for 1993 as in 1992, but some new ones may take the place of discontinued journals.

So much for reporting. Now I want to plug the Frankfurter Buchmesse to librarians. And please remember I don't get a single Deutschmark compensation for this. If you consider yourself a book person, then you owe it to yourself, your library, your college, and your heirs to visit this unique and colossal gathering of publishers from all over the world. If you watch your airfare bargains, you can go round trip from the U.S. for about what a round trip costs from U.S. coast to coast. This year, I paid less than \$450 round trip from Buffalo. And don't stay in Frankfurt. It's too much like a U.S. city. Stay in Wiesbaden (my hotel is one block from the headquarters of Otto Harrassowitz and only ten minutes on the train to Mainz where every book person should spend at least half a day in the Gutenberg Museum and Library. So plan on an extra day or so for Mainz and let Knut Dorn get his break from the Messe. Ask him to show you through my idea of the world's best-run library bookseller. (Dan agrees with this so I'm not risking my job with Academic Book Center).

In 1992, the U.S. dollar's weakness really hurt. Not long ago, *Publishers Weekly* was complaining about one dollar for a cup of coffee at the Messe. This year it was 5 DM (about \$3.50). A high executive from a New York publisher remarked that for the price of a few coffees he could buy a set of tires. A clean, decent hotel in Wiesbaden runs about 100 to 150 DM per day. A week's pass on the train (30-40 minutes) is 48 DM. Besides Wiesbaden, there are several other pleasant German towns less than an hour from the Messe via the frequent and comfortable Deutsche Bundesbahn trains.

See you in Frankfurt next fall.

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•If future information sources are more likely to be accessed than acquired will the need for "cataloging" be for material contained in static physical FORMATS (books, tapes, etc.) or will it be to control INFORMATION in electronic form over networks?

•Will we be more concerned about the INFLATION of printed serials or the ECONOMICS of electronic information? If the latter, what are the organizational implications?

•If the future of preservation of library materials is tightly aligned with access, how can we best bring together in ALCTS the individuals who preserve with those who will provide the access?

•If libraries are becoming less concerned with OWNERSHIP than with ACCESS, what should ALCTS role be in developing the access mechanisms?

3. HOW SHOULD WE CREATE AN EMPOWERED ORGANIZATION?

I agree with your statement that we need a more "empowered" membership organization. I also believe that this is what the Task Force is after. Some have imagined that the Task Force recommendations would leave us with a tightly run Board where only a few people control all of the power. On the contrary, I believe the Task Force envisions a loose "coordinating" committee that keeps the work of the membership flowing at a healthy pace. I therefore have to disagree with your comment that "it's not necessarily the structure that needs changing, but the decision-making process." Decision-making occurs within a structure, and the two are inseparable. I do not see how we could change on without affecting the other.

4. WHY IS ALA IMPORTANT TO ALCTS?

I could write another long essay on the direct benefits that accrue to ALCTS as a division of ALA, but I will leave that discussion to another day. As with the "ALCTS is a cataloger's division" misconception, I think that there are many benefits of ALCTS alignment with ALA that may not be fully understood by many (most?) of the membership. To cite just a few, ALA has been instrumental in publishing ALCTS monographs, in securing changes in legislation that ALCTS de-

sires, in helping us secure a grant for programs on preservation, and in providing many forms of indirect support.

CONCLUSION

The proposal the Task Force floated at Annual Conference may not necessarily be the best one. I do believe that they have set forth a very workable and flexible plan that will be adaptable to the changes that our profession is about to

undergo. I am also sure that whether one agrees or disagrees with the report, the Task Force had some us all a great service by generating as much discussion and interest in the future of the division as they have. We must remember that a road map is of little use if we don't know our destination.

For now I hope we can encourage as much discussion on the where we are going as we have had on which road to take. ☛

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The Frankfurt Book Fair

by Daniel Halloran

(President, Academic Book Center)

Barry Fast (Vice President, Academic Book Center)

Our purpose in spending four days at the Frankfurt Book Fair was to meet with the major publishers and some of our customers in Europe. We divided the task between us: Dan focused on the publishers, seeing as many as ten a day, and he discussed our plans as well as theirs. As part of setting our own agenda for the year ahead, it is important for us to know how the publishers are reacting to the changes in the American library book market. Barry concentrated on our library customers in Europe, as well as some distributors with whom we work in the emerging democracies of Eastern Europe. We learned quite a bit in our travels around the Bookmesse halls, and some of the information would be of interest to librarians. We thought it worthwhile to share this with you.

The great advantage of Frankfurt is that the top people at the larger publishers make themselves available to talk with customers from all over the world. Dan met with presidents, marketing VPs or CEOs of such publishers as Van Nostrand, Westview, Mosby, Greenwood, Dekker, Pergamon, Kluwer, Wiley, Cambridge, VCH, Gale, Oxford, Springer Verlag, CRC, Taylor & Francis, Karger, Peter Lang, Elsevier, Academic and St. Martins. While there were many different views and strategies discussed in these meetings, a summation of the publishers' attitudes and plans is possible.

No one is holding out hope that the

American library budget crisis will be ameliorated any time soon. Publishers have come to accept the fact that libraries cannot buy books in the quantities that prevailed even two or three years ago. Many publishers expect a continued decline in the market through the 1990s. But only a few publishers plan to cut back on their output. Instead, they will publish better books, more targeted and marketed strongly. The presses will tend to narrow the subject spread of their list, concentrating their efforts in market segments that they know well. Some publishers are looking for new market segments, or broadening their output in portions of the market where they have been experimenting. A good example is Wiley's foray into trade publishing, where they had always maintained a presence but are now more fully exploiting.

Some publishers are making stringent cost cutting moves. Both Pergamon and Elsevier, for instances, are doing all of their US fulfillment directly from Europe to save the cost of an American warehouse. Others are combining warehouse operations to share costs. The market difficulties are forcing some publishers to raise prices as fewer units are sold, but there is a real sense that their higher priced books in certain subjects just won't sell. The bigger price increases seem confined to journals, where some publishers are projecting 12% increases in their own currencies (translating to the mid 20% in dollar prices, due to currency weakness).

On the subject of publisher/book-seller cooperation, we were pleased to note how many publishers want to enlist our aid in marketing their books. They need information on who is buying their books in order to improve their

promotional efforts, and this is an area where we are working together. There is a sense that the old antagonisms between us are diminishing, and the realities of a new, more difficult business environment are encouraging publishers and booksellers to recognize the value that each brings to the marketing and distribution of books to libraries.

Eastern Europe is beginning to emerge as a growing market for American books. Publishers are opening editorial and sales offices, especially in relatively stable countries like Hungary and Poland. Inflation is hurting this investment; there is certainly no gold rush mentality. But there are a variety of joint ventures beginning, where primarily British and German publishers are forging relationships with distributors and small presses in these countries. Our company is also finding opportunities to supply American books to these new private companies as the old state book distributors, like Kultura in Hungary and Sklandnleska Knidja in Poland collapse or settle into a slow decline.

The Eastern Europeans are optimistic, despite their serious economic problems. They are making the transition from the old bureaucracy to a new, capitalistic mentality with apparent ease. For instance, one evening Barry dined with the president of the Hungarian Publishers and Booksellers Association, the owner of a new Hungarian art book distribution house, the new Eastern Europe sales representative of Random House, and the owner of a new Polish library distributor. All of these people, friends for many years, used to be in the old state run publishing houses or book distribution companies. Now each of them expressed a new sense of freedom about their lives and work, and, without meaning to sound ethnocentric, an attitude toward the future that can only be described as American.

Librarians would find a few days at the Frankfurt Book Fair a real adventure. They would find, as we did, that interacting with publishers and book people from many countries adds to our knowledge of the book business and broadens us professionally. ☞

Acquiring Minds

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and the values which form the backbone of the copyright laws?

At ALA I talked about the specifics of the case to a small number of people who are involved with selection in this subject. They all felt that librarians should know about what happened and that they collectively should demand that the publisher replace their copies of the original book with the new edition.

Do librarians have a right to know that they have in their collections [is] a plagiarized work? If so, how are they to be informed? What further action should then be taken by librarians?

As a footnote, let me mention that I am acquainted with the other author only through telephone conversations which occurred during the composition of his book; we have never met face to face. What an interesting encounter that would be now. It's a small world — it's bound to happen some day. I wonder whose heart and stomach will go plunging into the gut on that occasion. . . ☞

Group Therapy

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paperback version is never published or published by a press other than the one which issued the cloth version? Further, should an on-hand cloth edition be returned when librarians learn that there is a paperback available or "announced"? Will the marketplace accept a different discount schedule on paperbacks as has traditionally been the practice?

The bottom line — at least to this librarian/bookseller — is service, service to my customers and to the librarians. In general, I recommend buying the first available issue — usually cloth — of a title when it is central to the library's collection and using subsequent paperback editions for added copies and to expand peripheral areas where cloth editions would be outside the budget. Real costs are related, not only to the item purchased, but also to the expenses incurred in making the purchase. Searching for a less-expensive edition and controlling its acquisitions may, in fact, be "more expensive" than buying a title just once in its life cycle. A successful product (read service for this discussion), begins with a good purchase. ☞

Off the Wall

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(1) **Online Journal of Current Clinical Trials**; *Science* (insert card); *Science* reprints. (2) Includes employment ads in a special section on *Women in Science*. (3) Includes ads in section called *Technical Marketplace*. (4) *Journal of Biological Chemistry* on CD; *The Scientist*. (5) *Chemtech*; *Journal of Agriculture and Food Chemistry*; *J. Chemical and Engineering Data*. ☞

Look At Issues

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Service Charges and Buying Direct. We are seeing a trend of many publishers to try to entice libraries to buy direct. This enticement is coming through deeper discounts to libraries that purchase direct and, in many cases, telemarketing directly to librarians. At the same time, publishers have reduced discounts to some of our service providers like subscription agents. Most of us agree that we need a central source to process our orders rather than working through a myriad of publishers at different times of the year. But, will we be forced to "put our money where our mouth is"? That is, will we have to pay service charges or increased service charges in order to garner this service? As monies dry up all around, unfortunately this seems more and more likely.

Have a good Thanksgiving and vacation season. Things always seem better after a vacation. And Happy New Year! ☞