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And We Weren't There

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agent and highlight the match points necessary for successful EDI exchange.

1. The library requests a quote by sending the **title related number** (LCCN or the ISSN) to the agents and **LSID** with a quote flag. The **LSID** must be stored on the agent system so that it can be returned with a quote.

2. The agent system sends back the quote response or price sales catalog information with the **ACAT**. The **ACAT** must be stored on the library system for future ordering.

3. If the title is purchased, the **ILS** reuses this **ACAT** and sends it back with the **LSID**. The **LSIDs** must be saved in the agent's system to be used in the next two steps.

4. After the order data matches on the **ACAT** in the agent's system, the agent sends back an order acknowledgment with the **LSID**. This number matches the order information on the **ILS** system and facilitates updating the **ILS** with an indication of whether the order will be filled.

5. The agent then sends the invoice for the order. The most important pieces here are the **LSID** and the agent's **ASID**. The library system matches the incoming invoice line item against its own **LSID**, and uses this match to associate the **ASID** with the right subscription, copy or copies. Storage of the **ASID** on the **ILS** is required for future processing.

6. The **ASID** is the essential piece of information returned to the agent on a claim for an overdue or damaged item. The **ASID** is essential for the agent's machine to quickly process the claim and discover the reason for the issue's tardiness. In addition, the library may claim using an issue-specific **SICI**, or, as mentioned above, volume/issue information following the format of the **SICI**. In addition, the **ILS** provides an **LCN** to be stored on the agent system.

7. After the agent system has determined the cause of the problem, it sends back a claim response with the **LCN** which enables the **ILS** to match the claim response with the proper copy and issue.

This match could be based solely on a combination of **SICI** (or volume/issue information) and **ASID**, but since the correct item information is not always available in a claim, **LCN** is safer. If the agent discovers the item information generated from the **ILS** is incorrect, a corrected real **SICI** could be sent back on the claim response to alert the **ILS** of the correct enumeration and chronology.

Data Flow for Renewals

Since most serial orders appear in the form of subscription renewals, let's look at the renewal process in terms of match point number exchange.

1. When the paper renewal list is sent from the agent to the library, the librarian reconciles the **ILS**-generated list against the agent-supplied list. For now, let's assume this is a manual process.

2. The **ILS** generates various X12 transaction sets to communicate the renewal verification with the agent. If the

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A Dollar's Not What It Used to Be

(This entry excerpted from *The Joy of Publishing*, © 1993 by Nat Bodian from the chapter "Book Publishing Origins, Firsts, and Curiosities in the 20th Century." The book is not yet under publishing contract.)

The Trade Paperback Phenomenon

One of the more interesting publishing developments, in the second half of this century, has been the evolution and growth of the 'trade paperback' — a class of books identical to hardcover editions and published simultaneously with them, but issued in paper covers by the original publishers. They are usually sold through bookstores, rather than mass-market paperback outlets, and at greatly-reduced prices from their hardcover counterparts.

A development of the trade paperback phenomenon is that such books have vastly increased the affordability of books not normally within the range of

classroom textbook use, both as texts and on recommended reading lists as supplementary texts, at colleges and universities.

Trade paperbacks useful for the college classroom are sometimes called 'egg head' paperbacks. They are likely to be general works on such subjects as business, history, and philosophy, or other subjects taught at colleges and universities, and stocked in depth at most college bookstores.

The advantage to the originating publisher is that the book is printed as part of the book's normal pressrun, thereby reducing unit costs for both editions.

The advantage to the bookstore is that the books can be obtained at normal trade discounts, which are much higher than textbook discounts.

The advantage to the book's author is that the author receives the full royalty, something that is not done when the book is issued as a mass market paperback where the publisher and author split reprint licensing fees.

The advantage of the trade paperback to the student is that the price is usually about half the cost of the hardcover edition.

The trade paperback originated in April 1953 with the introduction of Anchor Books by Doubleday. Unlike its smaller-sized paper-covered counterparts which were distributed through newspaper and magazine distributors, Doubleday's Anchor Books line could be sold through traditional book wholesalers and directly to bookstores.

Early Anchor trade paperbacks won quick acceptance, according to publishing historian John Tebbel. In his *Between Covers* (Oxford U. Press, 1987, he wrote "Anchor's first four books sold 10,000 copies each within two weeks, even at what was considered high prices for those days — eighty-five cents to \$1.25." ☛