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Bet You Missed It / Press Clippings / In the News

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Bet You Missed It

**Press Clippings — In the News — Carefully Selected
by Your Crack Staff of News Sleuths**
Column Editor: **Rosann Bazirjian** (Syracuse University)

Hands Across the Waters by **Rosann Bazirjian**, (Syracuse University)

This article focuses on Toshiba, Corp., and indicates that Toshiba is able to be successful because of their firm belief in the benefits of forming alliances. Toshiba is the oldest and third largest of Japan's electronics corporations, with Hitachi and Matsushita ahead of them. Over the years, Toshiba has formulated "strategic alliances" as a "cornerstone of its corporate strategy". For example, a five year venture with Motorola is cited as helping Toshiba become the No. 1 maker of large-scale memory chips. In addition, with IBM's assistance, Toshiba has become the second largest supplier of color flat-panel displays for portable computers. According to

Fumio Sato, Toshiba's president and chief executive, alliances are necessary in order to be successful because technology has become so advanced, and markets so complex, that no one company can be expected to be the best at the whole process anymore. The article continues on to give a historical glimpse of Toshiba by expanding on some past alliances, and then gives us a peek into the future by explaining some developing ventures with Apple and IBM.

See - "How Toshiba Makes Alliances Work" by Brenton R. Schlender in *Fortune*, vol. 128 (8) (October 4, 1993), p. 116-120.

Hacking Got You Down? by **Philip Dankert** (Cornell University)

Whereas in the past those caught "rummaging in computer systems" would, at the most, have probably been subject to only internal sanctions the same is not true today. Over the past several years, institutions of higher learning have taken a new, hard-line attitude against hacking. Specific computing policies are now more apt to be in place under which such activity will result in repeat offenders either being thrown out of the university or college they attend or being turned over to the courts. (One interesting sidelight was the comment that "some of the most persistent hackers are high-school students seeking access to advanced computers ...").

This crackdown has come at a time when campus computers are more vulnerable than ever and

it can be traced to larger numbers of computers that are not under the direct control of computing professionals; i.e., they may be controlled by separate departments or professors. Administrators are making a greater effort to control this hacking "because of concerns about privacy, the danger that a hacker may damage a system either deliberately or accidentally, and a concern that hacking can deny legitimate users access to system resources".

See - "Gate Crashers: Campus Computing Officials are Trying to Crack Down on Ubiquitous Hackers" by David L. Wilson in *The Chronicle of Higher Education*, October 20, 1993, p. A22-23.

Mainframe Blues by **Rosann Bazirjian** (Syracuse University)

This article speaks about the advantages of moving from a mainframe environment, to a client-server environment. At some point in time, and all too frequently these days, all of the upgrading and add-ons to mainframes will reach their limit. "In the past few years mainframes everywhere have been hitting the wall hard." Peter Nulty states that LANs may be the answer. They are more flexible, and in these times of frequent change, with the need to develop new products and services, and program and reprogram computers constantly, client-servers are seen as the necessary alternative. According to Nulty, networks offer flexibility, respond to users of information more quickly, and are easier to reprogram. Statistics indicate that more and more busi-

nesses are leaving their mainframes behind. For example, in 1991, 14% of companies questioned indicated that the number of people connected to IBM mainframes were declining. In 1993, that number jumped to 64%. Also, Janet Hyland, director of Forrester, predicts that the market for client-server system software will grow from \$1.4 billion to \$20.8 billion in 1996. The article then goes on to discuss various corporate strategies for handling conversion from mainframe to client-server. All in all, this is an interesting article, full of useful information.

See - "When to Murder Your Mainframe" by Peter Nulty in *Fortune*, vol. 128 (11) (November 1, 1993), p. 109-119.

The "Virtual VCR" - Virtually a Reality by **Rosann Bazirjian** (Syracuse University)

This article is about the Bell Atlantic-TCI merger, a \$32 billion dollar deal. According to the author, this merger is "going to change the way we live and work as surely as did the advent of the television, the jet plane and the personal computer". This "information-age coupling" is telling everyone that the ways of communication we have all grown up with are changing. Televisions and computers will connect to the outside world in much the same way as telephones do now. Cable companies are, in a sense, transforming themselves into telephone companies, in an effort to survive. Gerald Levin,

CEO of Time Warner, the No. 2 cable operator, signed up with US West last year as well. He said, "we're all going to end up with phone companies as partners". The article continues to discuss what the Bell-Atlantic-TCI merger means to households across the nation, and then discusses, at some length, the ideological issue of universal service which the author claims is sure to dominate politics.

See - "What That Merger Means for You" by John Huey and Andrew Kupfer in *Fortune* vol. 128 (12) (November 15, 1993), p. 82-94.

Even in Marriage, the Battle Goes On by Rosann Bazirjian (Syracuse University)

This article is about Larry Ellison, the CEO of Oracle Systems Corporation. Not only does the reader get a good glimpse at what his home and environment are like, but this article documents his visions for the future, and accomplishments of the past. Started in 1977, Oracle had annual sales of \$1.6 billion dollars and is the No. 1 producer of software for corporate databases. Oracle helps manage the world's manufacturing, accounting, personal records and the nation's airline reservation systems. The author then spends much time concentrating on Ellison's new venture, the Alexandria Project. He claims this project is aimed at "changing the way human knowledge is amassed and stored".

Ellison will be focusing on "multimedia databases", which will encompass not only digitized versions of books and periodicals, but also film and television archives. Users will be able to send and retrieve text, video, audio and graphics over the phone or cable lines. The article continues to discuss the Bill Gates/Larry Ellison battle over who is and will be the software giant. Truly interactive digital networks, merging telephone and cable TV features, are the way of the future — both Gates and Ellison know that and thus the battle ensues.

See - "The Next Big Info Tech Battle" by Alan Deutschman in *Fortune*, vol. 128 (14) (November 29, 1993), p. 43-49.

These Chips Have No Potatoes by Rosann Bazirjian (Syracuse University)

This article focuses on the new visions Lou Gerstner has decided upon for IBM, in order to pull it up out of its slump. In short, IBM will be decentralized and far more efficient than in the past. It will make money as a service provider by helping companies sort out their complex systems. It will be a high-volume, low-cost manufacturer and will wrest leadership of the personal computer industry from Intel and Microsoft, per Lou Gerstner, CEO of IBM. In addition, Gerstner has decided not to split IBM into many parts, but will instead keep it whole. IBM is launching a whole new line of hardware based on what is called

"Power architecture" — this will span the range of hand-held computers to parallel supercomputers. The article continues to discuss IBM's financial prospects, and hints that IBM may stop shrinking in 1994 and revenues from fast growing segments of their business could offset the continuing decline of mainframe sales. A long discussion of IBM's "PowerPC" chip versus the Intel chip closes out this very interesting article.

See - "Gerstner's New Vision for IBM" by David Kirkpatrick in *Fortune*, vol. 128 (12) (November 15, 1993), p. 119-126.

Does Technology Need Teaching? by Philip Dankert (Cornell University)

In an effort to, among other things, raise its profile the new management team at EDUCOM (an association comprising 575 colleges and universities and 110 companies) made the decision last spring to devote most of its resources to a "Grand Challenge" project the purpose of which was to "demonstrate that technology can improve the efficiency and effectiveness of teaching". Although this change in direction has left some older members with hurt feelings (is it grand enough to work with individual faculty members?) it was felt that the identity crises facing EDUCOM, caused primarily by changes in computing in higher education in the past decade, had to be re-

solved.

Partially for fiscal reasons it has been forced to set priorities. The new president, Robert J. Heterick, Jr., commented that: "we're going to focus our limited resources on trying to provide some very hard experimental evidence that the fusion of information technology into the teaching-and-learning process provides both better and more effective learning..."

See - "EDUCOM Charts a New Course to Demonstrate Role of Technology in Improving Teaching Effectiveness" by David L. Wilson in *The Chronicle of Higher Education*, September 22, 1993, p. A24-25.

Even If It's Electronic, It's Still a Copy by Lynne Branche Brown (Pennsylvania State University)

Electronic newsletters are protected by the same copyright laws as paper publications, much to the surprise of some companies who receive electronic subscriptions, and then distribute electronic copies to company employees. Atlas Telecom Inc. recently paid Phillips Publishing International \$100,000 as settlement after it put the newsletters it subscribed to in an in-house database. According to the suit, by adding the issues to the database "the company essentially made hundreds of copies".

Jay Ward Brown, an attorney with Washington law firm Ross,

Dixon & Masback says, "As each firm begins to digitize its information [electronic distribution] will become a much more common practice". According to the *Journal*, publishers openly pay bounties to informants who provide details about illegal copying, and in fact Atlas Telecom was snared thanks to an offer of a \$1,000 reward," according to this article.

See - "Electronic Copying May Bring Lawsuits" by Junda Woo in *Wall Street Journal*, October 5, 1993.

E-mail Withdrawal: New Medical Phenomena? by Pamela Rose (State University of New York at Buffalo)

Physicists around the world flexed their atomic muscles when the e-print archives of Los Alamos National laboratory shut down unexpectedly on September 27th. The resulting barrage of messages to DOE and NSF administrators prompted top brass at Los Alamos to support the system, which was back online by the end of the week.

Admittedly, founder Paul Ginsparg designed the shut-down to tweak the government coffers. However, the result showed just how dependent researchers had become on electronic retrieval.

See - "E-Mail Withdrawal Prompts Spasm" by Gary Taubes in *Science*, vol. 262 (5131) (October 8, 1993), p. 173-174.

The Battle of the Lists by Philip Dankert (Cornell University)

In what may be the first case of its kind, an independent bookseller has sued under the freedom-of-information act to obtain copies of professors required reading lists. The parties involved are the independent bookseller Encore College Bookstores Inc. and two branches of the State University of New York, the SUNY College of Technology at Farmingdale and the Fashion Institute of Technology.

Officials from both institutions say that they have no book lists to turn over. "They contend

that if any lists do exist, they are the property of legally separate corporations that manage the bookstores for the colleges and hence are not subject to New York's public information law." Both cases are now pending and, at least in the lawsuit against Farmingdale, it is uncertain if there will be a trial.

See - "A Battle Over Book Lists" by Jeremy L. Milk in *The Chronicle of Higher Education*, October 20, 1993, p. A19.

Buyers Wanted by Lynne Branche Brown (Pennsylvania State University)

The Hearst Corporation is seeking offers for its book division (which includes William Morrow & Co. and Avon Books). According to this *Journal* article, Hearst has hired the investment banking firm of Lazard Freres & Co., to explore the possible sale. Potential buyers include Walt Disney Co., Matsushita Electric Industrial, and Harcourt General. According to this article, Mor-

row and Avon have lost some top authors in the last couple of years. One publisher speculates that the departures were driven by rumors that the companies were going up for sale.

See - "Hearst Explores Selling Book Unit, Retains Lazard" by Meg Cox in *Wall Street Journal*, September 27, 1993.

Short on Translations by Twyla Rasz (Eastern Michigan University)

With this issue, *Publishing Research Quarterly* begins a new feature "Reflections on the Publishing Scene" to be written by Richard Abel. For his initial topic, Abel decries the lack of translations available in the English-language publishing world. In this review of translation data (1970-1991) for the U.S. and U.K., the percentage of translations hovers around 3%-3.5% of total output. This compares to approximately 13% in Germany, 26% in Italy and Sweden and 23% in the Netherlands. However, much of these translated works are juveniles and popular fiction originating in the U.S. Some countries are so concerned

about this U.S. influx that they are taking steps to stem it. Although English continues to dominate research and scholarly publications, other countries do publish works of merit in their own languages which are not available in English translations and they should be. Abel concludes that publishers in the U.S./U.K. could profitably publish translations if they had "an aggressive and intelligent translation strategy".

See - "Some Aspects of Book Translations" by Richard Abel in *Publishing Research Quarterly*, Fall, 1993, p. 70-72.

Road Markers on the Data Highway by Philip Dankert (Cornell University)

71 non-profit organizations, who refer to themselves as the Telecommunications Policy Roundtable, announced in late October that they were banding together in an effort to "urge policy makers to guarantee that the proposed national data highway serves the public interest". Higher education is represented in the roundtable by the ALA, ARL, SLA, Medical Library Association and the CNI, etc. These organizations are concerned that a national network developed by market forces "would not reach the poor and minority communities or include the services that educators, librarians . . . want".

In establishing the data highway seven principles were outlined that policy makers should follow. These include: free access to information; guaranteed freedom of speech for network users; a healthy marketplace of ideas accessible to all; and policies that protect the privacy of users.

See - "Guaranteeing Access to the Data Highway: 71 Groups Plan Campaign to make Sure it Serves the Public Interest" by Thomas J. DeLoughry in *The Chronicle of Higher Education*, November 3, 1993, p. A23.

Open Your Windows and Let the Mac In by Rosann Bazirjian (Syracuse University)

This very interesting article by David Kirkpatrick states that PCs have become better due to Microsoft Windows, because Windows supplements DOS and gives the screen "Mac-like" qualities. Kirkpatrick gives some very interesting statistics, such as there are 100 million people using DOS-equipped PCs, of which 20 million have adopted Windows. The Mac, however, only accounts for 8.5 million users. In addition, the "Windows camp" is growing at an estimated 47% annual rate, whereas the Mac is only growing at 11%. Basically, Kirkpatrick is very pro-

Mac. He claims they run more efficiently, install more quickly, and require less processing power and storage capacity than PCs. They are also easier to use, a point which he stresses often. So why did Microsoft develop Windows? According to Kirkpatrick, it was to keep DOS customers from fleeing over to Mac. Windows does succeed in making PCs 80% Mac-like, and for Kirkpatrick, that's all it takes.

See - "Mac vs. Windows" by David Kirkpatrick in *Fortune*, vol. 128 (8) (October 4, 1993), p. 107-114.

GATT and Intellectual Property: Will the Winner Please Stand Up by Lynne Branche Brown (Pennsylvania State University)

Buried near the bottom of this lengthy piece on GATT (General Agreement on Tariffs and Trade) negotiations in Geneva, is a tidbit worthy of our taking note. For the first time GATT negotiators are haggling over tariffs for trade in services and intellectual property. Unfortunately, the article does not explore the details of these negotia-

tions. It does give a good description of the flavor of tariff negotiations in general — though I'd like to hear more about the intellectual property discussions.

See - "For GATT Officials, Talking Only Stops if Mouths Are Full" by Lawrence Ingrassia in *Wall Street Journal*, November 8, 1993, p. 1.

Keep Your Eye on That Library!
by Rick Heldrich
(College of Charleston)

The Camille and Henry Dreyfus Foundation has teamed with investigators in ten institutions to investigate the new era of handling chemical information. With only one month between a formal call for proposals and the deadline for proposal receipt, an outstanding 86 new applicants vied for the available support. High priorities were given to proposals with tight collaboration between librarians and chemical faculty. What will be done? Washington University in St. Louis will examine cost-effectiveness of the electronic library. Texas Wesleyan University will investigate a network virtual library for undergraduates. Brown University will look at electronic reprint of publications. Northern Illinois University, DeKalb will set up an Internet retrieval site. Rutgers University

will set up an Internet resource for published and preprinted materials. Trinity College will establish a path for local and remote data accessibility. Brandeis University will add a graphic retrieval system. MIT will look at a user friendly drawing/word retrieval system. LSU will delve into converting pre-1988 information to the electronic medium. Yale will look at the problems of electronic retrieval from historical, current and future use of perspectives. Good luck to all institutions and thanks to the Camille and Henry Dreyfus Foundation for their support.

See - "Program Seeks to Apply Electronic Technology to Chemical Information," by James Krieger in **Chemical & Engineering News**, December 6, 1993, page 40.

SNOMED in Spring?
by Pamela Rose
(State University of New York at Buffalo)

SNOMED is not emergency treatment in Alaska. An "atomic table of data elements for medicine", SNOMED is the clear leader to serve as an underpinning for an immense project to develop a national medical record database. SNOMED would provide over 130,000 data terms and a structure for recording and ana-

lyzing patient information. The Computer-Based Patient Record Institute will also provide for confidentiality.

See - "Computer Language for Medical Records" by Karen Fox in **Science**, vol. 262 (5137) (November 19, 1993), p. 1207.

Employee's Bill of Rights
by Stephanie Bazirjian
(Texas State Library and Archives)

Frank Sonnenberg theorizes that the values addressed in the Bill of Rights can help us grant all employees those inalienable rights that will inspire them to be the best that they can be. He expands upon the following: Employees have the right to: Determine the best way to achieve their goals; be treated as part of the engine rather than as interchangeable parts; to be viewed as unique individuals; to be challenged; to be treated with respect; to try and

to fail; to know their employers have confidence in them and their abilities; to be treated in a fair and honest fashion; to be given freedom of expression; to be informed; to approach management and to know that their efforts have been appreciated.

See - "An Employee's Bill of Rights" by Frank Sonnenberg in **Supervisory Management**, vol. 38 (11) (November 1993), p. 11.

Job Travel
by Stephanie Bazirjian
(Texas State Library and Archives)

Millions of American workers are bored at work due to the repetitiveness of jobs. Many would welcome the change of pace and duties that on-the-job rotation would allow.

Some of the benefits of implementing this type of program within your division are the creation of an energized work force — new tasks encourage enthusiasm. Greater creativity — assuming new responsibilities opens an employee's mind. A greater sense of pride and self-worth — Learning all phases of a job increases an employee's value. As a worker recognizes this greater value, they will feel more secure and possibly be more productive.

How do you begin a rotating task program? First, inform all staff. Try a three and six month rotation to see which works best for you. It should be clear to all that if an employee does not like his/her new duties or proves unable to perform them, they may transfer to another. Feedback from employees is critical. The ultimate goal of increasing motivation and productivity can be achieved if the program is given a chance.

See - "The Value of On-The-Job Rotation by L. Perry Wilbur in **Supervisory Management**, vol. 38 (11) (November, 1993), p. 6.

Do You Know Who Your Clients Are?
by Twyla Rasz
(Eastern Michigan University)

Many countries including Great Britain lack data on their book industry. Therefore, "Books and the Consumer" was established to gather information on consumer book buying. 1800 adults, 15 years or older, who are representative of the adult population are interviewed each year about their book purchasing. Henry, Research Director of Book marketing Ltd., which conducts this survey, discusses why individuals were selected over a panel. He also focuses on objec-

tives, research approach, survey coverage, client benefits, results and, of course, the future. The author concludes that now for the first time there is reliable information on publishing and marketing for those in the book trade.

See - "Books and the Consumer: The Who, What and Why of Consumer Book Purchasing" by Lesley Henry in **Publishing Research Quarterly**, Fall, 1993, p. 28-35.

Tax on Print
by Sandy Beehler
(Cornell University)

Britain's long-standing sales tax exemption for books and newspapers may be at an end. Most other EC countries tax either books or newspapers/periodicals, though often at a lower-than-standard rate. Taxing print would widen Britain's narrow VAT base, providing revenue to offset the huge budget deficit. Other forms of information media are already subject to tax. But publishers worry that imposing a

tax will substantially reduce circulation, as has happened in other countries, resulting in job losses. The hardest job the chancellor, Kenneth Clarke, has is weighing all these factors and calculating how much cash a tax on print might raise.

See - "Writer's Cramp" in **The Economist**, November 13, 1993.

On-site is In Sight
by **Sandy Beehler**
(Cornell University)

In this article, two librarians, **Miriam Bremer** and **Hope N. Tillman**, describe how they developed a course for the Special Library Association on using the Internet. Their concern was to keep librarians competitive as providers of access to information. They put together a full-day course to introduce librarians to the Internet, provided them with sources needed to explore and learn about this resource, and demonstrated the practical applications of electronic networks. They first divided the course into logical modules, then wrote and gathered course materials, and integrated live demos and videotaped sections to enhance exposure. They then rehearsed the course before a live audience and incorporated suggestions into the final version.

The course began by show-

ing why librarians need the Internet, covered basic commands and navigational tools, and finished with a discussion of future issues. In addition to course handouts, they also distributed disks containing selected guides and tools.

The authors believe that every organization should provide on-site training on the Internet. They suggest that training should target subject interests and priorities of attendees. They stress that the participation of librarians in developing Internet resources and integrating them with other information sources is essential if the Internet is to serve our patrons.

See - "Training Real People" in **Internet World**, September/October 1992).

A New Golden Age
by **Sarah Tusa**
(Lamar University)

Reference publishing is moving to the frontlist in book marketing with the recent expansion of single-subject reference books. With an avid target market of "buffs" and "hobbyists", publishers are producing specialized reference works on a wide array of topics ranging from Elvis Presley to food to American politics. One of the factors that has prompted publishers to look for new direction in this field has been the drop in "just-in-time" buying habits of book stores. Investing more resources in the promotion of more trade market competitive reference books has been one tactic to offset this loss. At the same time, publishers are also "cutting back on first-time printing and going back to press more often". Meanwhile, publishers

and booksellers are gearing up for the anticipated task of marketing and promoting such reference tools in an electronic format. According to one publisher, the "critical mass" of potential reference software buyers now exists, since approximately 25 million American homes now have PC's. Though the present and foreseen changes in reference publishing is breeding some self-reflection and cautious planning in the industry, at least one publisher believes these developments may bring about a "second golden age of reference".

See - "Everything You Ever Wanted to Know . . . In One Place" in **Publisher's Weekly**, vol. 240 (39) (September 27, 1993), p. 34-36.

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