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Publisher's Profile: Hatherleigh Press

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Publisher's Profile

Column Editor: **Matt Nauman** (Blackwell North America)

Hatherleigh Press
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Hatherleigh Press

ISBN Prefix: 1-886330

Officers:

Frederic F. Flach, MD, Chairman
Andrew Flach, President
Debra Cermele, Managing Editor
Kevin J. Moran, Marketing Director

Vital Statistics

Number of employees: 9
Estimated number of books to be published in 1996: 20
In print titles: 5

The Hatherleigh Press was formed in early 1995 as a wholly owned division of the Hatherleigh Company, Ltd., a leading provider of continuing education courses in the field of mental health. The press will be publishing books, audiotapes, and CD-ROMs in the mental health field for professionals and the general public.

The first offering from the press, the groundbreaking book *The Second Decade of AIDS: A Mental Health Practice Handbook* (Walt Odets, PhD and Michael Shernoff, CSW, ACSW, editors) was officially published in September 1995. Because of its importance, Hatherleigh actually made the book available to libraries and professionals in the Spring of 1995. Its second book was a revised edition of the best-selling *The Secret Strength of Depression* by Dr. Frederic Flach, which sold over 250,000 copies in its original edition. It also released the first two books in a new, twelve book series *The Hatherleigh Guides to Mental Health*, the first on psychotherapy and the second on psychiatric disorders. Audiotapes and CD-ROMs based on the books were announced for December 1995.

After fifteen years of developing continuing education courses, Hatherleigh has amassed a wealth of copyrighted information. The book program is a natural outgrowth of their continuing education efforts. The books are written in a jargon-free style and aimed at the educated layperson, professionals, and students. The company is well known by psychiatrists, psychologists and other mental-health practitioners for such CE courses as *Directions in Clinical Psychology*, *Directions in Rehabilitation Counseling*, and its flagship course, *Directions in Psychiatry*.

On the Street from page 21

demic Book Center, Macmillan and Simon & Schuster, Ballen and BNA, and Reed Reference and Bowker.

Responses to the second question, "has the vendor or publisher's product changed significantly as a result?" were more diverse. While two of those questioned stated that it was too early to tell, **fourteen** of you said that there had been no significant change. Those who noted changes most frequently cited the elimination of reference titles (**Simon & Schuster**) and backlist purges. This is good news for those of you in the publishing industry as quality products are undoubtedly the ultimate goal.

Finally, we asked if the level of service had changed, and once again received several answers of "too early to tell." However, **nine** of you had not experienced problems with subsequent services. Again, good news for publishers and librarians. The remainder of responses cited longer turnaround, ordering problems, slow receipt of invoices, and a failure to provide the advertised fill rate.

This last complaint was mitigated by a noticeable improvement in computer interaction. Also, on a positive note, promptly produced reports were a welcome change. One library hailed an increase in cooperation and much improved services on behalf of vendors who wanted to establish a long-term relationship. That's good business!

If there is a moral to this tale, it surely stems from the last comment above. And it is something those of us on both sides of the fence should practice. Like it or not, mergers are a common occurrence, and complaining is not going to make them go away. We all experience some rough spots during transition, and therefore we should perhaps be more mindful of other parties involved in these situations. As always, it is the spirit of cooperation and the desire to provide the best product and services available that really matter. I am grateful to the many company representatives who go the extra mile to improve my service, who take my numerous phone calls and patiently explain to me what something is, who break down the costs, who provide training on a regular basis and are willing to work with me so

that I may in turn provide the best reference and research services available to my attorneys. Thank you all!

Finally, we would like to thank the participants in our survey. They include, but are not limited to:

Rayne Armour (College of Lake County)
Janet Belanger (Northeastern University)
Margaret Bordenstedt (Rochester Institute of Technology)
Anne Ciliberti (William Patterson College)
Dennis Gibbons (Texas Christian University)
Deborah Kilgore (Tuskegee University)
Peter McCallion (New York Public Library)
Dottie Marcinko (Auburn University)
Frank Mols (Binghamton U.)
Georgina Murphy (LaSalle University)
Elizabeth Oktay (Vassar)
Quemolia Owens (Governors State University)
Joe Raker (Boston Public Library)
Kris Sandefur (Texas Instruments)
Arlene Moore Sievers (Case Western Reserve)