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Publisher Bestsellers

The MIT Press

Column Editors: **Julia A. Gammon** (Univ. of Akron)
Kathleen Ketterman (University of North Carolina Press)

While one expects to see scientific books on the bestsellers' list from MIT Press, I was pleasantly surprised to see the subject range and the dates of publication of the titles supplied to me by Amy Friedman, MIT's Assistant Publicist. MIT Press' editorial program ranges from the sciences to architecture, design arts, photography and economics. Not only do they currently have over 2,000 books in print, but they also publish about 30 journals. Two of the books on the MIT bestsellers' list date from the 1960's, three from the 1980's and the rest from the 1990's. As an acquisitions librarian, I am heartened to see those books with older publication dates still in print!

The **Best Kept Secret** from MIT, *Recycled Papers: The Essential Guide* by Claudia Thompson, is one that certainly deserves another look as our landfills continue to expand and multiply around the world. Shall we assume it is printed on recycled paper? Let's hope so — and buy it and see!

Bestsellers — The MIT Press

Experiencing Architecture, Second edition by Steen Eiler Rasmussen. Published 1962. Price: \$10.95. ISBN: 0262-68002-5.

The Character of Physical Law by Richard Feynman. Published 1967. Price: hc: \$20.00, pbk: \$10.95. ISBN: hc: 0262-06016-7, pbk: 0262-56003-8.

Changing Course: A Global Business Perspective on Development and the Environment by Stephan Schmidheiny and Business Council for Sustainable Development. Published 1992. Price: hc: \$42.00, pbk: \$21.50. ISBN: hc: 0262-19318-3, pbk: 0262-69153-1.

Parallel Distributed Processing: Explorations in the Microstructure of Cognition. (Two Volume Set) by David E. Rumelhart, James L. McClelland and PDP Research Group. Published 1986. Price: \$90.00. ISBN: 0262-18123-1.

The Age of Diminished Expectations: U.S. Economic Policy in

the 1990s by Paul R. Krugman. Published 1990. Price: hc: \$22.00, pbk: \$12.95. ISBN: hc: 0262-11181-0, pbk: 0262-61092-2.

Consciousness Reconsidered by Owen Flanagan. Published 1992. Price: \$12.95. ISBN: 0262-56077-1.

Introduction to Algorithms by Thomas H. Cormen, Charles E. Leiserson and Ronald L. Rivest. Published 1989. Price: hc: \$60.00, pbk: \$39.95. ISBN: hc: 0262-03141-8, pbk: 0262-53091-0.

Cyberspace: First Steps edited by Michael L. Benedikt. Published 1991. Price: \$21.50. ISBN: 0262-52177-6.

The Sexual Brain by Simon LeVay. Published 1993. Price: hc: \$25.00, pbk: \$10.95. ISBN: hc: 0262-12178-6, pbk: 062-62093-6.

The Philosophical Discourse of Modernity: Twelve Lectures by Jürgen Habermas, translated by Frederick G. Lawrence. Published 1987. Price: \$18.00. ISBN: 0262-58102-7.

Choices in Healing: Integrating the Best of Conventional and Complementary Approaches to Cancer by Michael Lerner. Published 1994. Price: \$24.95. ISBN: 0262-12180-8.

Beginning to Read: Thinking and Learning about Print by Marilyn Jager Adams. Published 1990. Price: \$18.50. ISBN: 0262-51076-6.

The Details of Modern Architecture by Edward R. Ford. Published 1990. Price: \$75.00. ISBN: 0262-06121-X.

Best Kept Secret — The MIT Press

Recycled Papers: The Essential Guide by Claudia Thompson. Published 1992. Price: hc: \$40.00, pbk: \$25.00. ISBN: hc: 0262-20089-9, pbk: 0262-70046-8.

Book Pricing Update from page 44

Answers to Trivial Pursuits — Book Pricing Update

1) Classes P (Literature), H (Social Science) and Q (Science), combined, account for more than half of all new academic monographs.

2) Titles in classes Q (Science) and T (Technology) average over \$80, and over \$70, respectively.

3) Between 25% and 30% of new academic monographs are published by University Presses.

4) University Presses publish 75% of new academic monographs in LC class F - Local U.S. History. They publish 68% of new titles in V - Naval science. And they publish 51% in E - U.S. History. Naval science sees fewer than 100 new titles each year.

5) University Presses publish only 9% of the titles in T - Technology; only 11% of the titles in R - Medicine; and only 14% of the titles in Z - Library Science.

6) Nearly one-third (32%) of all new University Press publications appear simultaneously in cloth and paper. Only 6% of NON-University Press publications appear simultaneously in cloth and paper. For all types of publishers combined, nearly 13% of new titles appear simultaneously in cloth and paper.

7) Last year, new academic monographs — "cloth preferred" — averaged about \$54.

8) Last year, University Press titles — "cloth preferred" — averaged about \$45.

9) If you bought all new academic monographs published, and you bought paperbacks whenever simultaneous formats were available, you would save 8% of your budget. The average price would drop from \$54 to about \$50. (If 13% of the books appear in both cloth and paper (see answer #6), why would you save only 8% of your funds? Two reasons: first, simultaneous paperbacks are not FREE — you would not recoup their entire cost, only the difference in price between formats. Second, books appearing in both cloth and paper are not spread evenly across the pricing spectrum. Less expensive books tend to be published in both formats, and more expensive books tend to appear only in one format.

10) In class L - Education, your spending would drop by 23%, if you switched to paper preferred.

11) If you bought only University Press titles, and you bought paperbacks whenever simultaneous formats were available, you would save 17% of your budget. The average price would drop from about \$45 to about \$38. (Please see the parentheses in answer #9.) In class L - Education, you would save 32%.

continued on page 48