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Publisher Profile-Harvard Business School Publishing

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Publisher's Profile

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Book Pricing Update from page 47

12) It's almost even. You would save a little more than half on University Press titles.

13) Paper-preferred savings in the Sciences would equal only 2.5% of your budget. In the Humanities, you would save about 8%. In the Social Sciences, you would save nearly 15%. Very few Science titles are published simultaneously in cloth and paper. Since the Sciences have the highest prices, there are virtually no savings to be made by switching to a paper-preferred policy. In LC classes **Q** - Science, and **R** - Medicine, paper-preferred would save only 3% of the budget. In classes **S** - Agriculture, and **T** - Technology, the savings would be 2% and 1%, respectively. See answer #2 above.

14) This is the real question. Only 8% of the budget would be saved if 1) you bought every academic monograph published and 2) you bought paper-preferred whenever possible. Yet many libraries report higher than 8% savings when they switch policies. Why? Possible answers include:

a) "Really good books are published both in cloth and paper." Publishers might be knowingly offering only their potentially most

popular titles in both formats, and libraries would buy these books regardless of the format, anyway.

b) "We always buy University Presses." Many libraries buy University Press titles in a nearly "blanket" fashion, and non-University Press titles more selectively. Since University Presses are the ones providing both formats, if libraries buy University Press titles disproportionately, then libraries will see higher savings than "average."

c) "We buy Science selectively." Science has only a 2.5% savings for paper-preferred titles, so switching to paper-preferred would not benefit a Science collection much, if at all. Conversely, a non-Science collection would save significantly more than 8%.

d) "We buy expensive books selectively." As mentioned above, the most expensive books rarely appear in both cloth and paper formats. If libraries favor books in the mid-price range, they will see more simultaneous cloth/paper titles than "average."

Give yourself **1 point** for every correct answer to questions 1-13. Be generous. Being close counts. Give yourself **10 points** if you came up with an even remotely convincing answer to number 14.

Scoring — 1-23 Bravo!