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Bet You Missed It

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

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Welcome to Sarah Tusa, who has taken on this awesome and time-consuming task of editing BET YOU MISSED IT! Thanks, Sarah and you too, Rosann for doing it for so long! And thanks to all of you out there who do the abstracts. Love and hugs, Yr. Ed. — KS

Paper Money

by Twyla Racz (Eastern Michigan University)

According to the author, the paper industry's revenue gains for 1993 were due to price increases leveled to cover higher paper prices. In his overview of the industry for 1996, Lofquist states that with a stable economy and a low inflation rate, revenue

should increase 2.7% over 1995 except in binding, which will have a decline. See — William S. Lofquist, "Economic Outlook for the U.S. Printing and Publishing Industry," *Publishing Research Quarterly*, vol.12 (3) (fall, 1996), pp. 22-27.

Stop that Treaty

by Pamela Rose (SUNY at Buffalo)

Commerce Department officials say U.S. scientists are overreacting to draft treaty talks aimed at halting large-scale piracy of data by protecting database owner rights. National Academy of Engineering's William Wulf says Bruce

Lehman, Patent and Trademark Office chief, didn't involve the scientific community in drafting the U.S. position soon enough. See — "Officials Discount Database Fears," *Science*, vol.274 (December 6, 1996), p.1599.

For Love of Mileva Maric

by Pamela Rose (SUNY at Buffalo)

"On the motion of the perihelion of Mercury," a paper written by Einstein and Michele Besso, fetched the third highest price paid for an Einstein manuscript (\$398,500) at Christie's auction of a collection of Albert Einstein's letters and a 1913 manuscript on relativity theory.

Einstein's love letters to his first wife, Mileva Maric ("the woman who did Einstein's math") sold for \$442,500, and a 1945 letter to his son Hans Albert sold for \$32,200. See — "Einstein's Epistles," *Science*, vol.274 (December 6, 1996), p.1617.

More Treaty Discussion

by Pamela Rose (SUNY at Buffalo)

The worry is over for now for the scientific community. Talks on a new international treaty on database rights never got started because of the opposition from U.S. scientists and developing nations, and it is not clear when they might resume. Opponents felt that the treaty designed to protect databases from piracy would hinder access to data and increase costs. Mean-

while, the U.S. negotiating team accused a White House Office of Science and Technology observer of distributing information to other negotiating teams that represented the position of Netscape — a position that differs from the views of the U.S. government. See — "Treaty on Database Access Stalled," *Science*, vol.274 (December 20, 1996), p. 1999.

A Popular Pilot

by Rosann Bazirjian (FSU)

The author describes the Pilot, a 4.7" long and 3.2" wide PDA (personal digital assistant) from U.S. Robotics, which is inexpensive, compact, easy to use, and hooks up to your PC "with no hassle." The Pilot will track appointments and store phone numbers, and easily attaches to a serial port on your PC to load into your office machine. Pushing a Hotsync button quickly

synchronizes the data between your PC and The Pilot. It also includes a hand-writing recognition system called Graffiti. The Pilot sells for between \$300 and \$500 depending on the model you choose to purchase. The article includes a photo of the device. See — Michael Himowitz, "Why Users Love the Pilot," *Fortune*, vol.134 (9) (November 11, 1996), p.224-226.

Finance on the Web

by Sandy Beehler (Old Dominion Univ.)

This one-page article gives librarians and real people tips on the best and worst of the financial Web sites currently

available. See — "Market Magic," *Internet World*, January, 1997.

ActiveX

by Sandy Beehler (Old Dominion Univ.)

For those of you, like me, who don't know — ActiveX is a piece of Microsoft technology that "allows a piece of computer code (a program) to run from inside a Web page." This article

is a tutorial that explains how ActiveX works and how it can be used in a Web page." See — "Activating ActiveX," *Internet World*, January 1997, p.108.



Virage Runs Herd on Images by Rosann Bazirjian (FSU)

The author describes the work of **Ramesh Jain**, the founder of Virage. His firm sells software that searches image files. The user is able to choose any image on a database by inserting a digital image file from a CD-ROM or photo scan. The Virage software then boils the image down into a template that allows it to compare with other templates. Jain said he began developing this software in 1993,

when he noticed that the number of images on the Web was increasing very quickly and "there was no way to manage and retrieve them" The author then discusses the future uses of image matching from the medical profession to insurance companies. See — "A Picture is Worth a Thousand Bytes," by **Nikhil Hythessing**, *Forbes*, vol. 158 (13) (December 2, 1996), p.240-242.

The Sluggish Giant by Rosann Bazirjian (FSU)

Neil Weinberg has written an interesting profile of the **Toshiba Corporation** and its new president, **Taizo Nishimuro**. The author cites that the old-line heavy equipment business as well as Toshiba's giant memory chip business is "sluggish." Nishimuro plans to "catapult Toshiba" from fifth in the market (where it is now) to third within four years, by introduc-

ing a new line of desktop models. He plans to first focus on consumer desktops, eventually moving into the business PC market. The author goes on to describe the new **Infinia** model, just beginning to be marketed by Toshiba. See — **Neil Weinberg**, "Destination Desktop," *Forbes*, vol.158 (13) (December 2, 1996), p.230-232.

Shifting Standards by Sandy Beehler (Old Dominion Univ.)

The author explains how standards are set for the Internet and why it is important for companies such as Netscape and Microsoft to use established

standards in their software. See — "Snubbing Standards," *Internet World*, (February, 1997), p.96.

Webward Ho! by Twyla Racz (Eastern Michigan University)

In November, 1995, **CMP Media, Inc.** initiated **TechWeb**, the electronic version of all their publications. In this article, the company's president and chief executive officer discusses the

lessons learned, including "Netiquette" — as electronic pioneers. See — **Michael S. Leeds**, "Brave New Web," *Publishing Research Quarterly*, vol.12(3) (Fall, 1996), p.16-21.

Corporate Cyberchatter by Rosann Bazirjian (FSU)

Alison Sprout discusses the growth of "chat rooms" on the Web, and the movement toward the use of chat rooms by corporations. Businesses are beginning to incorporate chat rooms to attract customers to their products or as a substitute for the "Questions and Answers" sessions many of them have provided on

their Internet Web networks. The author describes how **K-Swiss**, **Kendall-Jackson Winery**, **NationsBank** and **Microsoft** are making use of chat rooms. See — **Alison Sprout**, "Finally Cyberchat Starts to Get Serious," *Fortune*, vol.134 (9), (November 11, 1996), pp.222-224.

Chief Knowledge Officers by Margaret Lewis (U. of IL at Urbana-Champaign)

Originally printed in the *Wall Street Journal*, this article documents the appearance in corporate America of the position of Chief Knowledge Officer. "Sifting, editing, and updating knowledge turns out to be a management, rather than a technology challenge," reports **David Bank**,

who compares duties of knowledge workers in several large corporations and presents a chart of comparative salaries. See — "Chief Knowledge Officers Help Firms Know It All," by **Margaret Lewis**, *National Business Employment Weekly*, (December 15-21, 1996), p.-34.

When Bill Gates Talks ... by Rosann Bazirjian (FSU)

This article is made up of excerpts from **Bill Gates**, that 41-year-old billionaire that we all know and love. The excerpts are fascinating. He talks about the decline of the middleman as more and more information about services, buyers and sellers migrate to the network. The middleman, he claims, will disappear as buyers and sellers begin to go direct. **Bill Gates'** statements on the information age ten years from now are also thought-provoking. He asserts that by the year 2006, "computers will be

talking to us, and it will see. It will see when we walk into a room." He claims that when a computer can recognize you and respond to speech or gestures, it becomes more "pervasive" in how it fits into your environment and "how you can use it as an information tool." Finally, there are excerpts from **Gates** on libraries and how important an influence books can and should be in the lives of our young children. See — "Bill Gates, A View from Olympus" *Forbes ASAP*, (December 2, 1996), p.165-166.

A Matter of Money by Albert Henderson (Editor, Publishing Research Quarterly)

The author, who was president of **Princeton University** (1972-1988) describes the declining share of the university dollar allocated to libraries during that period as "surprising." He is now president of the

Andrew W. Mellon Foundation. See — **William G. Bowen**, "How Libraries Can Help to Pay Their Way in the Future," *LOGOS*, vol.7 (3) (1996), p.237-241.

Digital Protection by Sandy Beehler (Old Dominion Univ.)

The topics of this article are the two main solutions to protecting digital material: legislation and technology. The authors find many thorny problems with the legislative approach, but find

"digital rights management systems" more promising. Several such systems are described. See — "The Copyright Question," *Internet World*, (January 1997), p.64.

Mapping it Out by Sandy Beehler (Old Dominion Univ.)

Web city guides such as **At Hand**, **BigBook**, **CityScape** and **Yahoo** are partnering with local newspapers to distribute local content through the World Wide Web. This article offers practical advice to publishers who may

be attracted by the seemingly sweet deals being offered. It also includes brief descriptions of some well-known city guides. See — **Rosalind Resnick**, "Partnering Pitfalls," *Internet World*, (January 1997), p.40-42.
