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Publisher Bestsellers - University Press of Florida

Julia A. Gammon

University of Akron, jgammon@uakron.edu

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With this column we head to the sunny South and Gator Country. Lisbeth Kent, Promotion Manager, supplied the list of the most popular titles from the University Press of Florida. The list is an interesting mix of books on regional history, gardening, the arts, and archaeology. Established in 1945, the press has over 800 titles currently in print and specializes in Floridiana, Southeastern archaeology, Caribbean studies, humanities, medieval studies and poetry, to name a few.

**University Press of Florida Bestsellers**

**History**


**Gardening**


**Arts/Photography**


**Archaeology**


When asked, Lisbeth Kent supplied the following information on the two books that she feels have been "neglected" in terms of sales — but really deserve better readership. With that recommendation, take a look at your library catalog and if you have not purchased these two books make sure you add these to your "To Be Ordered" file. Both the Political Science Department and the Black Studies Department will be pleased!

**University Press of Florida Best Kept Secrets**


*Library Journal* says this is "a first-rate objective analysis of the complexities of modern Libyan politics with a special focus on the country’s controversial leader ... Thoughtful and well-researched — evenhanded and immensely readable."


This first book devoted to the history of African Americans in south Florida and their pivotal role in the growth and development of Miami traces their triumphs, drudgeries, horrors, and courage during the first 100 years of the city’s history.

Also thriving is IoP’s impressive program of Books and Reference works. Publishing at a variety of levels, the list promises a number of highlights for 1998. Among them are the new *Handbook of Fuzzy Computation* (Edited by E. Ruspini, P. Bonissone and W. Pedrycz), which completes the successful Computational Intelligence Library, and the *Handbook of Applied Superconductivity* (Edited by B. Seckel), a two-volume reference work covering all aspects of applied superconductivity and the supporting low temperature technologies. Along with several lively popular science titles, *Mathematically Speaking*, a new anthology of quotations edited by Gaither and Cervazos-Gaither, provides evidence that the concept of physics humor is not the intimidating contradiction in terms it might first seem.

What of the future? Next year sees the 125th anniversary of the Institute of Physics, a distinguished past which IoP proposes to celebrate in a characteristically forward-thinking fashion. One project scheduled to be up and running by then is the *New Journal of Physics (NJP)*, a peer-reviewed, purely electronic journal available at no charge via the World Wide Web. Published in partnership with the German Physical Society, continued on page 68.

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**Publisher’s Profile from page 56**

*Physics World* is the flagship publication of IoP’s vibrant magazines division. Its combination of news, reviews and features, together with a broad-based appeal to the research, educational and industrial sectors, provides a blueprint for this rapidly expanding list. This growth is typified by such titles as *Scientific Computing World*, which now runs an affiliated conference, the *Royal Astronomical Society’s Astronomy and Geophysics*, and Vacuum Solutions launched in September, 1997.