November 2013

Innovations Affecting Us-Second Generation Online Systems from Book Vendors

Judy Luther

Sandra K. Paul
SKP Associates

Albert Simmonds
R.R. Bowker

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
Luther, Judy; Paul, Sandra K.; and Simmonds, Albert (1997) "Innovations Affecting Us-Second Generation Online Systems from Book Vendors," Against the Grain: Vol. 9: Iss. 5, Article 34.
DOI: https://doi.org/10.7771/2380-176X.2936

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Innovations Affecting Us

Second Generation Online Systems from Book Vendors

by Judy Luther <jluther@earthlink.net>

THE EVOLUTION

For years libraries have selected, ordered, received and processed books. Early electronic databases offered by book vendors were basically intended to provide information to support the ordering process. They were DOS-based and provided access to a database that could be used as a source of information on the order/delivery process and they enabled electronic ordering.

The second generation of these systems is Web-based and designed to support interactive communication between the selectors, acquisitions staff and the vendor. When the database of all titles is searched, any action taken on a title for a specific library is displayed for that library. Passwords enable the appropriate staff involved in the process to take action related to the selection/order/delivery status of a book for their library.

Tables of contents for books along with book summaries are being added to the files by all vendors or are in the planning stages. This information adds to the richness of vendor databases as selection tools.

Approval plans were an early and efficient form of outsourcing the selection function. The use of these new vendor systems to interface with the local library automation systems means that they can streamline the paper flow, reduce rekeying, and load records one time, basically offering a library sophisticated electronic support for collection development, acquisitions and processing.

This supports the trend of fewer professional staff in technical services. When libraries implemented automation in technical services in the last ten years, many serials librarians' positions were combined with acquisitions and some cataloging functions have shifted to acquisitions when primary MARC records are identified at the point of ordering a title.

As vendor’s Web-based systems interface with local library systems, they integrate data needed in both library and vendor processes, enabling libraries to streamline their operations and achieve efficiencies. Increased communication and possible consolidation is evident between cataloging and acquisitions and collection management with these developing Web-based systems.

Four vendors’ systems are described in detail here: Academic Book Center, Blackwell’s, Midwest Library Service, and Yankee Book Peddler. Baker and Taylor will offer their Title Source on the Web and on tape by the end of 1997. This profile driven acquisition system provides full tables-of-contents, annotations, scanned book jackets and selecting lists on 2.2 million records. They are evaluating what system overlay to put on top of their extensive database.

THE OPTIONS

Academic Book Center - The Book Bag (www.abc.com)

The Book Bag was introduced this year and replaces their prior telnet system called the Firm Order Book Connection. The Book Bag provides a Web interface which allows the user to search the database of 1.3 million records and place a firm order or review their approval plan selections. Standing order file is under development and will be added by the end of 1997.

The Book Bag provides libraries with the ability to decentralize book ordering and still maintain control as selectors can order books directly with the appropriate password. Each search of the entire database provides any local title history indicating the status of a title, what action has been taken and why. Results of searches can be displayed sorted by title, author or series.

Taking advantage of Web commerce technology, The Book Bag allows users to add titles to a shopping basket which can be reviewed before checkout. Collection development is supported by emails which capture the bibliographic information and can be sent to other staff, generating discussion on new titles onunder consideration.

Collection management staff can perform approval review online interactively, seeing prepublication information on new books which match their profile and will be automatically shipped on publication or books on which they will receive a slip. They can either eliminate them from the order or activate the order online, thereby controlling what is shipped.

In addition to online ordering, The Book Bag offers the ability to download mini MARC records which contain the price, volume and series notation and are expanded to include library specific purchase order numbers, fund codes and internal notes. This information is then printed and delivered with the book to facilitate processing. To minimize keystrokes, library staff add their local information to files attached to bib records in The Book Bag database which are then downloaded. This is the alternative to libraries creating order records which are uploaded to the vendor’s file.

Academic Book Center also partners with OCLC PromptCat and can generate the cataloging record from the invoice. Libraries will have records in their catalog by the time they receive the book. One of the challenges is how to match the mini MARC with the full MARC record which must be resolved by the library’s integrated library system. Currently this process works with libraries using Innovative Interfaces. Ideally standards could provide the basis for an interactive exchange of data during the day rather than using offline exchanges.

Blackwell’s - Collection Manager (cm.blackwell.com)

Collection Manager was designed last year as a Web-based tool that enables customers to look at their approval profile online in the context of Blackwell’s database of 800,000 academic titles covered since 1989. Developed with the input of thirty libraries and introduced in the summer of 1997, Collection Manager was modeled on the workflow issues involved in the decision process for book ordering and processing.

Staff in collection management can search by subject (LC, NLM, or Blackwell’s) and view a list of books that match their profile and see what action has been taken on each title. Blackwell’s assigns each book in the database up to five subjects and also assigns non-subject parameters, such as level of audience, readership level, and language.

The database displays how many libraries received the book or received slips. Selectors can generate lists of books that match the subject criteria of a profile. Each title in the list is linked to an explanation of the approval action taken.

A Reference Shelf links to approval resources such as a core publishers list, coverage and cost studies, and a North American publishers’ list. The table-of-contents and book jacket copy will be available soon. Librarians can create separate accounts for each individual allowing them to specify how they wish to have their search results displayed on the screen. Libraries relying on slip plans have the advantage of more than continued on page 89
NEVER JUDGE A BOOK BY ITS COVER.

My2icheM, Majors’ Table of Contents Online, enables you to preview any new book’s table of contents. You can easily access the largest inventory of health science, scientific, technical and business titles in the country and get more detailed information about a particular book. It’s a benefit of the MORE™ system that enables you to look at more than just a cover. Because after all, it’s what’s inside that counts.

(Great People) AND (Best Technology™) AND (Large* Inventory)

MAJORS SCIENTIFIC BOOKS, INC.

DALLAS
1851 Diplomat
Dallas, TX 75234
972-247-2929
800-633-1851
FAX 972-888-4800
Internet e-mail: dallas@mail.majors.com

ATLANTA
4004 Tradepoint Blvd
Atlanta, GA 30334
404-608-2660
800-241-6551
FAX 404-608-2556
Internet e-mail: atlanta@mail.majors.com

HOUSTON
464 Kirby Drive
Houston, TX 77004
713-667-2985
800-658-9277
FAX 713-867-9637
Internet e-mail: houston@mail.majors.com

World Wide Web Address: http://www.majors.com

November 1997 / Against the Grain
Innovation Affecting Us
from page 89

Popular report options include: items selected but not yet ordered, recently shipped items, approval plan activity report sorted by fund code. Reports can be created, viewed online and printed or (if too long) attached to emails. For collection development purposes, records display global title histories showing how many customers received the book on approval, compared to customers who received only notification slips for that title.

GOBIlink, used in conjunction with GOBI, can create bibliographic and order records in a local library system from a cataloging system and enter GOBI, eliminating the need to re-key item-by-item. Libraries can download data which will trigger encumbrance, order, receipt and payment transactions in the local library system.

For cataloging support, GOBIlink can facilitate the overlay of order-level records with cataloging records directly from YBP or through OCLC PromptCat. GOBI orders from the cataloging systems provide space for libraries to communicate local data to be included in the cataloging fields. YBP is beta-testing shelf-ready materials for libraries with call numbers provided by OCLC via PromptCat. A 1995 version of January 1996, GOBI continues to evolve and a list of new ideas appears on the Website. A picture of the GOBI (bird) and imaginative description also appears on the Website, giving a sense of humor to the electronic environment.

Back Talk
from page 94

I am good at attacking digital foolishness: I mouth the “you can’t read a computer in the bathtub or bed” cliches. But do any of us really believe that this steady growth in the amounts spent on electronic resources is going to end or even slow down? Do we really think the generation of kids flocking to the Internet (whose fragile minds I worried about in a previous column) are going to reverse direction? So are we the people shifting the gears from how information is acquired, processed, stored and preserved now to how it will be done in the future? Or are we some loose nuts and bolts in the gears trying to stop or slow down the process?

Back to the Future
from page 85

tutions, but for future generations as well. Thus, expending capital on information as though it were merely a utility is onerous. On the other hand, reliance on per-use fees for low impact information allows more selective capital investments in high impact information, thus my instinct is a collections person might be satisfied. The expansion of reliance on per-use fees might contribute to the market correction we are at HighWire are involved with as well.

20. After two years into the project what has surprised you? Any profound lessons? Have your goals changed?

MK: The enthusiasm for the online versions by readers has surprised us. The warmth and strength of our relationships with our co-publishers has been a wonderful surprise. The examples of the JBC and Science have been mentioned only and are quite pervasive ones, but other relationships with the other publishers have been wonderful and quite productive as well. The most profound lesson to date is that HighWire demonstrates what a small, but brilliant band of professionals can do to affect change given the focus on the mission, on satisfying authors, editors, readers, publishers using information technology. Our goals have not changed, though our methods and technologies have.

21. Would you like to add anything?

MK: I can promise only that the future will bring as many opportunities and changes as the recent past. Not only HighWire, but Stanford in general seeks to exploit the opportunities to the advantage of its academic community and for the colleague communities elsewhere. Get more information about HighWire at http://highwire.stanford.edu/.”

ADVERTISERS’ INDEX

13 ACADEMIC PRESS 11 CARL CORP. 95 JAEGER GLOBAL ENT.
87 ACCENTS 38 CASALINI LIBRI 40 KLUWER
2 ALFRED JAEGGER 73 CHADWICK-HALEY 89 MAJOR
67 AMBASSADOR 83 COGNIZANT COMMUNICATIONS 9 McGRAW HILL
81 AM. CHEMICAL SOCIETY 91 COURTS 96 MIDWEST LIBRARY
53 AM. INSTITUTE OF PHYSICS 48 DICTIONARY OF ART 62 MARTINUS NUIJOP
76 AM. MATHEMATICAL SOCIETY 65 DODD'S REVIEW SERVICE 51 PUTILL
33 ASHGATE 33 EASTERN BOOK 31 READMORE
35 ANNUAL REVIEWS 27 EBSCO INFO. SERVICES 47 RHODE ISLAND LAW PRESS
39 ASHLEY 55 EBSCO DOC 45 RICH, LLOYD
5 ATG 85 EMERY-PRATT 60 SCHROEDER’S FOREIGN BKS.
58 AUX AMATEUR DE LIVRES 84 EUROPEAN BOOK CTR. 25 SPRINGER-VERLAG
7 BAKER & TAYLOR 57 FAXON 21 SWETS
3 BLACKWELL’S 63 G & L WISSENSCHAFTLICHE 17 WILEY
43 BLACKWELL’S 59 HENRY HOLT 23 WILEY
69 BOOK HOUSE 15 INFORMATION QUEST 19 YBP
77 BOWKER 75 INSTITUTE FOR SCIENTIFIC INFO.
71 BRODART 29 INSTITUTE OF PHYSICS

Ads Manager: Edna Laughery Internet: elaughrey@aol.com phone: 313-429-1029, fax: 313-429-1711

Copyright 1997 by Michael A. Keller. Licensed for print and digital publication to Against the Grain by Michael A. Keller.