

November 1998

Publisher Bestsellers: American Geophysical Union

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Recommended Citation

Gammon, Julia A. (1998) "Publisher Bestsellers: American Geophysical Union," *Against the Grain*: Vol. 10: Iss. 5, Article 28.

DOI: <https://doi.org/10.7771/2380-176X.3007>

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Cynthia Giles, Publications and Membership Marketing Coordinator of the American Geophysical Union, provided this column of their most popular titles along with some information about the organization. Take a look and see which of these bestsellers you are missing.

AGU, the American Geophysical Union, is a society of 35,000 Earth scientists in 115 countries. Dedicated to the advancement of our understanding of Earth and its environment in space, AGU supports the interdisciplinary research of its members through scholarly publishing, meetings, education and outreach programs, and news publications. AGU publishes eight books series and Special Publications. Here are a few of the most popular titles from AGU.

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paying for information as it is needed and used. It will also mean that we won't be buying as much cellulose to mark, park, circulate, repair, and reformat.

It is tempting to contemplate the thought that the current fiscal crisis produced by collecting of name-brand print serials will go away, if we began buying just the information we needed. However, I am not sanguine about this possibility. Publishers will seek to maintain their revenue streams, and we are likely to pay just as much as in the past. Hopefully, however, we will get more of the right information than at the present.

Our business is giving people the information they need to meet their intellectual content needs. We have up until now been in the book and serial collecting business, and we will continue to buy mountains of seldom-used printed information. We just can't afford to let our past fixation with this familiar and comfortable format cloud our vision of what our mission needs to be, both now and in the future. 🌳

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