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## Mergers and Acquisitions - Who Owns What Now?

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# Mergers and Acquisitions — Who Owns What Now?

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Everyone has experienced the elusive quotation: the one you read, note, and discard, and which over the years re-states itself silently to your recollection so often that you wish you had made a record.

Mine concerns an existentialist so conscious of the passing of time that he was incapable of acting, as if the clock face were an immobilizing Medusa. I have no idea where I read about him, but I have identified with him many times.

The image of the frozen existentialist captures my reaction to the dizzying pace of publisher mergers and acquisitions, although it works for other change, too (every time—literally—that I copy at my favorite photocopy franchise, I have to learn a new machine).

The April, 1998, issue of *ATG* brought you a ground-breaking column by **Mary Brandt Jensen**, “Who Owns What Now?” —

Law Publisher Genealogy.” From that excellent beginning, your editor would like to continue covering the courtship rituals and consummations of publishers large and small, and I have agreed to edit a column on the topic.

## **WE WILL NEED YOUR HELP!**

We need your help in the large view to define the scope of the column: would you like to know just who’s marrying whom, when, and with what dowry? Or would you like to go deeper to find out how and why?

We also need your help in the devilish details; in fact, we need assistance just

keeping up with the dating scene. We’re not too proud: even rumor and innuendo have their value as starting points. Credited excerpts (no copyright violations, please!) from news stories, your own experiences with products, your reflections on the range and quality of available materials, all are welcome. I promise to attend to each and every one of them, and of course to attribute when appropriate.

Please email your contributions to me using this address AND THIS SUBJECT LINE, or mail them to the address below: [defendei@law.uiuc.edu](mailto:defendei@law.uiuc.edu) ATG M&A [mm/yy].

I look forward to hearing from you and to exploring, together, the fascinating and frightening brave new world of publisher combinations. Joining our resources, we may be able to break the Gorgon’s spell. 🐉



## Computer Science Bestsellers, 1998

by **Françoise Crowell** (Bibliographer, YBP) <[FCrowell@YBP.com](mailto:FCrowell@YBP.com)>

Column Editor: **Bob Nardini** (Regional Vice President, Collection Management Services, YBP; ph.: 800-258-3774x3251; fax: 603-746-5628) <[rnardini@ybp.com](mailto:rnardini@ybp.com)>

It requires the help of a computer to create some order in today’s enormous annual publishing output of books in Computer Science. We have asked ours to search the YBP system to locate the 25 Bestsellers in the field (defined narrowly as “QA76,” the world’s best known LC classification).

Over the past 12 months, these 25 Computer Science titles are the ones our customers have purchased most often. The list divides fairly evenly between humanities and social science approaches to computers, such as *Technology and Privacy*, from MIT Press, our top seller at 130 copies, and “real” Computer Science, such as the *Fortran 95 Handbook*, also from MIT.

Library selectors may now choose one of two options: 1) buy all of these titles before they go out of print (which is certain to be soon); 2) instead, wait for them to go out of date and be supplanted by something newer (not much longer a wait, probably). We hope that our latest list proves useful, or at least interesting, to Computer Science selectors. (Is

there a more difficult job in all of librarianship?)

*Technology And Privacy: The New Landscape*; ed. by Philip E. Agre. MIT Press 1997 \$25.00 Cloth 026201162x

Tapscott, Don, 1947- *Growing Up Digital: The Rise of The Net Generation*. McGraw-Hill 1998 \$22.95 Cloth 0070633614

Yourdon, Edward. *Time Bomb 2000: What the Year 2000 Computer Crisis Means to You!* Yourdon/Prentice 1998 \$19.95 Paper 0130952842

Picard, Rosalind W. *Affective Computing*. MIT Press 1997 \$27.50 Cloth 0262161702

Gelernter, David Hillel. *Machine Beauty: Elegance and the Heart of Technology*. Basic Books 1998 \$21.00 Cloth 0465045162

Heim, Michael, 1944- *Virtual Realism*. Oxford Univ Press 1998 \$26.00 Cloth 0195104269

Norman, Donald A. *Invisible Computer: Why Good Products Can Fail, the Personal*

*Computer is so Complex, and Information Appliances are the Solution*. MIT Press 1998 \$25.00 Cloth 0262140659

Jones, Capers. *Year 2000 Software Problem: Quantifying the Costs and Assessing the Consequences*. Addison-Wesley 1998 \$29.95 Paper 0201309645

Shneiderman, Ben. *Designing the User Interface: Strategies for Effective Human-Computer Interaction*. Addison-Wesley 1998 \$44.95 Cloth 0201694972

Robertson, Douglas S. *New Renaissance: Computers and the Next Level of Civilization*. Oxford Univ Press 1998 \$25.00 Cloth 0195121899

Knuth, Donald Ervin, 1938- *Art of Computer Programming; v. 2: Seminumerical Algorithms*. Addison-Wesley 1998 \$49.95 Cloth 0201896842

Norton, Peter. *Peter Norton’s Upgrading and Repairing PCs*. Sams 1997 \$29.99 Paper 0672311402

Hobart, Michael E., 1944- *Information Ages: Literacy, Numeracy, and the Computer Revolution*. Johns Hopkins Univ 1998 \$29.95 Cloth 080185881x

*Fortran 95 Handbook: Complete ISO/ANSI Reference*; Jeanne C. Adams et al. MIT Press 1997 \$50.00 Paper 0262510960

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