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Book Reviews -- Monographic Musings

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tioned earlier, there is a synoptic outline of contents along with a useful index and a full list of contributors with their credentials and affiliation. The set is nicely bound with the print clear and paper of good quality. Charts, tables, photos, illustrations and sidebars complement the text.

Editor **Andrew S. Gourdie** and his contributors have done a real service by integrating a considerable amount of disparate information, giving it clarity and focus. As with most Oxford UP productions, these two volumes represent an authoritative and thorough treatment by a group of dedicated scholars. While the primary audience for this set will be academic and professional libraries, issues related to global change are of such importance that this work should have broader appeal. In short, many larger public libraries will find it a worthy addition to their collections.

Routledge has also published a scholarly encyclopedia worthy of comment. Edited by **R.J. Barry Jones**, the *Encyclopedia of International Political Economy* (2001, 0415145325, \$500) provides over 1200 articles of varying length on issues and themes related to this interdisciplinary field of study. In doing so, the *Encyclopedia* helps define international political economy, lending a cohesive framework to its diverse elements. The complexity of this task is illuminated by the *Encyclopedia's* own definition of political economy. "Built largely on the insights of politics and economics, it (political economy) also draws on history, sociology, and anthropology to provide an understanding of the socio-cultural and historical context in which politics and economics are played out." Alone, these threads are difficult to tie together. Add to that, the international elements this work tries to incorporate, and you are left with a challenging task. Happily, the *Encyclopedia* generally succeeds. Wide-ranging theories and concepts are included like arbitrage, capital mobility, dependency theory, structuralism, wage controls and Neo-Marxism as well as specific definitions of terms like diseconomies of scale, domestic resource cost, Kondratieff waves and vertical integration. In addition, the impacts of international agreements ranging from the Tripartite Pact of 1936 to the Treaty of Rome, and from GATT to NAFTA are explained. There is also coverage of influential writers and theorists ranging from **John Stuart Mill** and **Max Weber** to **Susan Stange** and **Milton Friedman**. Admittedly, many of these issues and people are covered elsewhere. But this encyclopedia emphasizes the international implications. However, one major concern is the lack of a thematic index or synoptic outline. In a work like the *Encyclopedia of International Political Economy* where much of the value is in lending definition to a discipline, the organization of entries into related categories that can be viewed at a glance, helps give added unity to the topics covered. It is an additional feature that enhances the usefulness of a set like this. Also, a number of the entries are more like dictionary definitions and do not have bibliographies. But that being said, this encyclopedia still fills a unique niche.

This is a work produced by academics for an academic audience. The topics are often complex and replete with specialized jargon. Nonetheless, students will find this set of value for a variety of courses. Academic libraries supporting curriculums ranging from public administration to international studies will want to consider this set.

Book Reviews — Monographic Musings

Column Editor **Debbie Vaughn** (Reference Librarian, College of Charleston) <vaughnd@cofc.edu>

*It is a new year and this is a new volume of **Against the Grain** — what a better way to celebrate than to introduce two new reviewers to our gaggle.*

***Burton Callicott** is the newest addition to the Reference folk at the Robert Scott Small Library at the College of Charleston. Burton hails from New York, where he was most recently employed by Long Island University in Brooklyn where he spent much time conducting Website user testing. Here at the College, he is an invaluable addition to our Library Web Committee and is continuing his exploration into Website usability.*

*Though we are all adorably familiar with her husband **Jared Seay**, **Patricia Ann Seay** is new to the **ATG** family. A former teacher of English and a former editor for Cameron and Barkely Corporation, Patricia is—hands down—the most thorough researcher I know. The time and energy that she has spent investigating her own diagnosis of Fibromyalgia make her a learned commentator of **Fibromyalgia & Chronic Myofascial Pain: A Survival Manual**.*

A hearty thanks to this issue's critics! — DV

Brink, Tom, Dan Gergle, and Scott D. Wood.
Usability for the Web: Designing Web Sites That Work.
San Francisco: Morgan Kaufman, 2001.
1558606580. 432 pages. \$49.95.

Reviewed by **Burton Callicott**
(Reference Librarian, College of Charleston) <callicottb@cofc.edu>

Tom Brinck, Dan Gergle, and Scott D. Wood have put forth a very clearly written, well-organized book on Website usability. The authors infuse "usability" principles throughout the design of a Website from the pre-planning stages to the launch. This is not a technical book that dwells on fancy coding, plug-ins, or design theory. This is the rare, sorely needed Website book that focuses on use rather than style, on function rather than spectacle. *Usability for the Web* consistently (and sometimes relentlessly) stresses the utilitarian aspects of a Website—how a visitor can obtain the information, or product that they came to the site for in the first place. Utility is the *raison d'être* for most sites and the one thing that can easily be forgotten in the midst of the latest flashy Web technology. Brink and company know that for any Website to be satisfying, it has to function efficiently. *Usability for the Web* provides sober guidelines that will ensure satisfying Websites.

Once the authors have provided a very cogent definition of usability and outlined the problems associated with

poor usability, they state the book's goal: "we have defined a development process that addresses usability issues throughout the development lifecycle. We call it *Pervasive Usability*" (11). Such a development process sounds great...if you are about to start creating a Website from scratch. If, however, you already have an existing site and would like to make it better, as I imagine most of the audience of this book would, the authors point out in great detail all of the places where usability was *not* considered in the design of a site and you will wish that you had read the book before you ever began to think about HTML.

This is not to say that this book is without worth regardless of where you are in the development of your Website. Most chapters provide great tips for making spot improvements to Websites, primarily by pointing out ways to simplify the site and clean up the presentation of information. Everything from site layouts, to textual content, to font size and style are given thorough treatment: "We suggest that you include Verdana and Geneva as

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the first options in specifications for sans serif typefaces (but exclude Geneva for larger text), with more standard sans serif typefaces as backups when those are not available" (295). One of the most effective techniques the authors use to make their points is by example...bad example. The authors cleverly include well-chosen screen shots of real Websites that exhibit some aspect of poor usability. These deconstructions of actual sites provide some of the most instructive moments in the book: "This chart on www.fidelity.com exemplifies a typical problem...."

The intended audience is spelled out in the preface:

"This book is for people who want to design Websites well. It will be extremely useful for:

- Managers of and within Website design organizations
- Website designers and developers themselves

- Usability specialists and information architects
- Those who hire a Web developer and want to understand what's going on
- Those who want to enter a career in Web design and development."

If you are someone who has, for one reason or another, found themselves to be responsible for the upkeep and evolution of a largish Website, a library Website for example, you will find yourself skipping over sections of this book that deal with focus groups, extensive surveying, and tiered architecture. If you are a person who has become quite savvy with Website tools and design and would like to market these skills, this book can be invaluable. It is full of excellent prefabricated work sheets and checklists that are extremely helpful in actually planning and designing sites as well as handling and negotiating with potential clients. And, naturally, most of the sample forms in the book can be downloaded from—none other than—a Website.

As mentioned earlier, the writing and

organization throughout is exceptionally clear and by and large the authors do a fine job of walking the line between dry precision and Web geek speak. Only occasionally do they veer off in one direction or the other: "Avoid the <blink> tag, or you will be cursed for all time by users whose brains exploded after seeing your page" (297). Good editing has resulted in a nice blending of three voices into one. After having read a few pages, it will come as no surprise to learn that the authors all stem from Diamond Bullet Design, a Website design firm. Reading the book gives you the sense that you have become a Diamond Bullet intern and you are getting some inside tips and training from mentors in the firm.

The final chapter, "Usability Testing," provides a very clear, step-by-step guide for undertaking a very thorough, user centered evaluation of a Website, including checklists and scripts. Once you have completed a usability test, however, you may be tempted to scrap the whole site and begin fresh using the techniques detailed in this book.

Starlanyl, Devin and Mary Ellen Copeland. *Fibromyalgia & Chronic Myofascial Pain: A Survival Manual*. 2nd ed. Oakland, CA: New Harbinger Publications, 2001. 1572242388. 432 pages. \$19.95.

Reviewed by **Jared Seay** (Reference Librarian, College of Charleston) <seayj@cofc.edu> and **Patricia Ann Seay** (Goose Creek, South Carolina)

"Chronic pain is a world unto itself. The simple things in life are no longer simple. In fact, life itself is no longer simple. Pain moves from being an unwanted, occasional guest intruding in one's life to being the driving force behind nearly all decisions. Daily choices are governed by the need to survive mentally, physically, and emotionally from day to day. Ordinary life becomes a battlefield. And too often the losers in this battle are those who suffer and their families and friends."

— From the forward to *Fibromyalgia & Chronic Myofascial Pain: A Survival Manual*

Fibromyalgia Syndrome (FMS) and Chronic Myofascial Pain (CMP) together comprise the most common cause of widespread pain—and, perhaps, the most misdiagnosed. Though the causes of each condition differ, their symptoms are similar: widespread, chronic pain—usually affiliated with specific "tender points" on the body and heightened sensitivity of all the senses to the point of pain (touch, sight, hearing, even smell).

Survival for sufferers of these chronic pain conditions is a day-to-day struggle. *Fibromyalgia & Chronic Myofascial Pain: A Survival Manual*, written by **Devin J. Starlanyl** and **Mary Ellen Copeland**—two medical researchers who have severe forms

of FMS and CMP themselves—contains the right blend of information, explanation, and resources to more than warrant its subtitle. It is a survival manual.

I have a personal perspective on these conditions since my wife suffers from FMS. I have seen firsthand her struggles to both cope with this severely debilitating condition and deal with doctors who, before her correct diagnosis, often did not take her condition seriously. This is a syndrome in which the sufferer usually knows more than the average physician—and needs to for personal survival!

Starlanyl and **Copeland** do a masterful job of providing an easy to understand, well-supported manual for explaining and living with these conditions. The early chapters clearly describe in detail both FMS and CMP, giving the latest medical research on what is known about the causes. Later chapters give details on the connections with the lymph and immune systems, signs and symptoms, and associated initiating, aggravating, and perpetuating factors. Sleep dysfunction, an integral part of these conditions, is also well covered.

If the book stopped there, it would be an impressive work. But, **Starlanyl** and **Copeland** include very helpful sections on living with and managing FMS and CMP.

These include gender and age related issues, taking control through self-empowerment, managing crises, bodywork and mind work, medications, the healing team, nutrition, support structures, necessary changes in work and career, and personal advocacy.

Each chapter is followed by endnotes that cite all the research discussed in the chapter—an especially helpful feature for those taking control of their own pain management. The book has a detailed index and three appendices that contain comprehensive resources for further research and information. These include a list of agencies and organizations involved with FMS and CMP, a reading list, and a medical care provider's reading list.

This is an exceptional volume for those who need to know more about these debilitating medical conditions as well as for those directly affected and wanting to take control of their pain management. But don't just take my word for it. Take it from someone who has suffered from FMS for most of her life....

Yes, you want this book for your library. Any library. Why? People with fibromyalgia and chronic myofascial pain are everywhere—both diagnosed and undiagnosed people—people with adequately educated

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Court of Clichés or something. In fact, those maxims are just common sense applied to difficult situations. Although it does sometimes read like Poor Richard's Almanac.

"Here, as often, equity does not seek for general principles, but weighs the opposed interests in the scales of conscience and fair dealing." *Polaroid* at 498.

The Doctrine of Laches

When parties know the facts yet fail to press their claims, both are barred. i.e., get on with things and let's get them settled.

Polaroid counter-clichéd, arguing that "mere delay" doesn't matter unless it's gone on for a long, long time — "so long ... as to defeat the right itself." *Menendez v. Holt*, 1888, 128 U.S. 514, 523, 9 S.Ct. 143, 145, 32 L.Ed. 526.

... however long that is.

By doing nothing about your infringement, I imply acquiescence.

The Court said if **Polarad** had really invaded **Polaroid's** market, then each sale is an individual wrong. And that would allow Polaroid longer to react.

The reasoning for this is not made clear. But, presumably, the property right in a trademark is so fundamental that it should not easily be lost. And if you keep zinging me with individual wrongs, the balance of equity tilts strongly in my favor.

Here, the only reason for Polaroid to react was because it might want to seize the market for later operating in television, or to make sure **Polarad** didn't sully the name of **Polaroid** in some way through shabby business practices.

So Polaroid had to act quickly.

The reasoning being that they're both independent businesses. And Polarad might be putting a lot of time and money into developing television products. So Polaroid

needed to get busy thinking about how deeply it wanted to get into TV and warn Polarad off.

"[I]t cannot be equitable for a well-informed merchant with knowledge of a claimed invasion of right, to wait to see how successful his competitor will be and then destroy with the aid of a court decree, much

that the competitor has striven for and accomplished — especially in a case where the most that can be said is that the trade-mark infringement is a genuinely debatable question." *Valvoline Oil Co. v. Havoline Oil Co.*, D.C.S.D.N.Y.1913, 211 F. 189, 195.

Or as you and I might say, a stitch in time saves nine. And the early bird gets the worm.

Trademark - Secondary Meaning - or Battle of the Pablum Titans

Time, Inc. v. Petersen Publishing Company LLC, 173 F.3d 113 (1999).

And now in our gripping sequence of cases, we find that the 2d Cir Ct of Appeals begins to refer to "the Polaroid test."

Woo! Exciting vel non?

Which is legalese for "Exciting or what?"

The Shallowest Generation

Petersen began *Teen* magazine in 1957; **Time** started *People* in 1974. By 1997, each was independently working on new magazines and each wanted the name *Teen People*.

And there the history of Baby Boomer reading matter. First all those 1950s articles on Tuesday Weld and Troy Donahue. Then the fifteen minutes of fame phenomena of the 1970s — such a cultural signifier that Jeff Goldblum in The Big Chill is a writer for People. And now we swing around and try to merge the two for the Boomer offspring.

Whew! Talk about aggressive journalism.

And we have this great quote from the Court: "We need not concern ourselves over whether this desire to use the same name was driven by mutual admiration, or simply a shared lack of creativity." *Time* at 116.

Which is as witty as jurisprudence gets.

Anyhow, word leaked, and they raced

for the courthouse. **Time** arrived first and (breathlessly) asked for an injunction to keep **Petersen** from getting its hands on *Teen People*. Time argued an infringement of *People*; Petersen of *Teen*.

Lanham Act

Under the Lanham Act you are forbidden to use any "registered mark in connection with the sale, offering for sale, distribution, or advertising of any goods," in a fashion likely to cause confusion. 15 U.S.C. § 1114(1)(a).

Time had to show a valid registered mark and the likelihood of confusion. *Arrow Fastener Co. v. Stanley Works*, 59 F.3d 384, 390 (2d Cir. 1995).

Marks should be inherently distinctive like the fabulous *Against the Grain* mark with its tree of the knowledge of good and evil scholarly journals, none of which would give you a clue as to the contents of the award-winning trade journal. 15 U.S.C. § 1052(e). When it's "merely descriptive," it needs a secondary meaning to be protected. The goods and the name must have become synonymous in the marketplace. § 1052(f).

The question of misleading consumers is a standard requiring "numerous and ordinary prudent purchasers" being bamboozled. *Gruner + Jahr USA Publishing v. Meredith Corp.*, 991 F.2d 1072, 1077 (2d Cir. 1993).

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physicians, people whose physicians are well-meaning but devastatingly uninformed, people whose physicians actively turn a blind eye and are a real danger to the patient's health — in fact, I would lay odds that there will be dozens of people reading this review who suffer from fibromyalgia and/or chronic myofascial pain. Maybe you are the one who will recognize your condition for the first time. Maybe you will find hope for your pain, fatigue, and a host of other symptoms. Maybe you will discover you are in the

same boat with me. I have fibromyalgia.

I've been diagnosed for years, and still I find this book refreshingly informative. I intend to spend more time with it, delving deeper into the medical explanations and using the text as a resource to determine if I (and my health care provider) are best addressing my needs in light of recent research. I am going to take this copy with me to my next appointment. My physician and I will have a lot to talk about regarding the chronic myofascial pain content. I wonder if I will end up educating him.

This book is not for a patient seeking a fast cure because there are no cures. What

will you get between the pages? Understanding. Treatment options. Hope. Tools. In educating yourself, you will regain a measure of power over what you thought was a helpless situation.

The authors make valiant attempts to bring the medical information down to a more user-friendly level. Still, the reader will have to accept the content is somewhat technical in nature. It is not a quick read; it is a worthy read.

Perhaps you could inscribe your library copy when it arrives. "To you, dear suffering, searching soul. I wish you peace and healing. With love, your Librarian."