November 2001

Rumors

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Against the Grain

c/o Katina Strauch
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Charleston, SC 29409

CHARLESTON CONFERENCE ISSUE

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NOVEMBER 2001

Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Problems in the Pipeline: Forces of Change for Publishers, Distributors, and Librarians

by **Robert W. Birch** (Director of Sales, Greenwood Publishing Group, 88 Post Road West, Westport, CT 06881; Phone: 203-226-3571 x. 3383) <bbirch@greenwood.com>

The genesis for this series of papers came to me somewhat unexpectedly at the beginning of this year. I was in my office, tending in an almost mechanical way to my part of the pipeline that brings academic products to their ultimate users, when the phone rang. It was the head of acquisitions of a major research university library calling to see if we would be interested in selling her institution all of our books as they were published. I was stunned. Certainly this was an idea filled with opportunities for **Greenwood**. If nothing else, we would be directly linked with a prestigious university and all of our titles would be guaranteed to be in their collection. Her reasons made sense – they had noticed they were not receiving full coverage of our list through their accustomed source and tracking down the gaps was becoming too great a problem.

All she asked was a reasonable discount and an assurance that we would supply her with information about our titles prior to publication so they would be prepared when they arrived.

Still, there was something vaguely unsettling about the proposal. I, like most everyone else in our industry, was accustomed to a rather orderly process that included familiar players, each performing what seemed a necessary role. This old model, the hallmark of what might be considered by some the golden age of academic publishing, was really quite simple: publishers contracted with authors to produce academic works and then sold them to distributors; distributors provided a variety of services, including cataloging, and sold the works to libraries; and libraries made them available to their patrons.

There have always been pressures on and among the three key players in the pipeline with each regularly seeking some new leverage or concession from one of the others. After all, the title of the **Charleston Conference** recently was the librarians' mantra "We want more for less." But by and large, this model had worked well for all involved, a theme I stressed in a talk at Charleston a few years ago when I urged publishers, distributors and libraries to work together, not against each other, in the face of the new pressures coming to bear from the possibilities of electronic publishing. Not surprisingly, then, when that librarian made her offer earlier this year, I not only recognized its possibilities, but also the

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If Rumors Were Horses

Y'all. I've been agonizing with how to begin **Rumors** for the November issue of **ATG** after the atrocious happenings of September 11. There was an editorial cartoon that ran recently in the *Charleston Post & Courier* (10/5/01, by **Mike Thompson**, copyright by the Copley News Service) of a surreal airport patrolled by militia of all sorts and a lone female passenger with her baggage. One of the militia types asks her: "Where do you wish to travel to?" "September 10th," the woman answers. Ain't it the truth?

Anyway, to all the people in New York and Washington and elsewhere in the world who were affected by these horrible events, you are in our hearts, thoughts, and prayers. May you and we all recover and be better in spite of these events.

Even though our world seems insignificant against the backdrop of what has happened, still a lot has been happening.

Well it seems to be true. **netLibrary** is up for sale after they failed to raise funds which they needed. (**Boulder Daily Camera**, 10/13/01, "Netlibrary put up for sale," by **Erika Stutzman**)

The 230 employees of the company, who were paid through Friday, were also told that they are welcome to return on Monday, but at a drastic cut in pay. According to the article, **netLibrary**, which was founded in 1998, had employed about 400 at its peak, had raised \$109.8 million in venture backing from **Houghton Mifflin**, **McGraw-Hill**, **Liberty Digital** and others. Each employee from receptionist to president will be paid \$360 a week (with no medical benefits). Here is the link to the complete article: www.thedailycamera.com/. **Rob Kaufman** (President and CEO) and **Rich Rosy** (Executive Vice

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From Your (sobered) Editor:

Dear all of you. Time will be forever marked by the events of September 11. Not only will we remember where we were and what we were doing, but we will remember if an event in our lives happened before or after September 11. It was a horribly beautiful day. Many innocent people who were just doing their jobs like you and I do every day were blotted cruelly from the landscape.

Still, life goes on. All of your *Against the Grain* editors faithfully turned in their columns and their articles and we are thankful that our lives are still basically normal. This issue—with the feature theme of **Problems in the Pipeline: Forces of Change for Publishers, Distributors, and Libraries**—was ably guest edited by the fabulous **Robert Birch** of Greenwood Press. Included are articles by **Niko Fund**, **Marifran Bustion**, **Matt Nauman**, **Jay Askuvich** and **Forrest Link**, **Gary Shirk** and

John Kistler. The interviews are with **Nicholas Basbanes** of *Patience & Fortitude* fame (who will also speak at the **Charleston Conference**) and **Dave Schappell** of **Amazon.com** (who will do likewise). Other highlights of this issue include: A new column called **Books Are Us** about books about librarians, vendors, publishers, booksellers, etc. (please send us contributions), an op ed by **John Perry Smith** (We don't need no stinking librarians) just to get us thinking, **Why Don't We Do It On the Web?: Online Book Request Forms** by **Mary Mallory** and much, much more.

I am looking forward to seeing all of you in Charleston. Peace and love.

Yr. Ed.

Letters to the Editor

Send letters to [<strauchk@earthlink.net>](mailto:strauchk@earthlink.net), phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at [<http://www.against-the-grain.com>](http://www.against-the-grain.com).

Dear Editor:

Many thanks for **Joyce Ogburn's** very interesting piece chronicling a brief history of licensing milestones of the last 10 years or so. It was most informative and useful.

By this note, I want to add an item that seems to have been only indirectly noted but has made a difference to literally thousands of librarians and others engaged in licensing. That is the creation, over time, with support from the **Council of Library and Information Resources**, of a very comprehensive Licensing Web site (**LIBLICENSE**, at: <http://www.library.yale.edu/~license/index.shtml>).

This site went "live" in 1997 and contains a wealth of information in addition to the Model License (which a number of publishers and libraries have adapted for their own

use) that **Joyce Ogburn** referenced. For example, see an extensive set of links to licensing information from many organizations; a bibliography that contains references to numerous articles, books, and principles — much of this information with live links to full content. The most interesting part of the **LIBLICENSE** Web site is the professionally developed and freely downloadable software that enables librarians or others to create their own customized licenses from a set of numerous generic options. The **LIBLICENSE** site is in continuous review and development, and it benefits from the input of many users who suggest additional resources and improvements.

Sincerely, **Ann Okerson**
Yale University Library
[<ann.okerson@yale.edu>](mailto:ann.okerson@yale.edu)

Rumors

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President) make the following points: 1) While additional investment funding looked extremely positive a few weeks ago, those investors made the decision not to invest based on several factors, including overall economic conditions. 2) **netLibrary** immediately began to pursue the possibility of being acquired by a number of possible candidates with interest in the library, publishing and eBook marketplace. Those discussions continue today. 3) It is true that the majority of employees returned to work with the understanding that salaries would be significantly reduced and that future employment would be dependent on identifying an interested buyer and related bridge loan financing. Their passion for eBooks and their deep concern for our customers and business partners is reflected in the number of those who returned to work on Monday morning, ready to continue to service and support customers as management works through this difficult transition period. 4) Access to **netLibrary** eBooks continues. Should that change, we will be contacted via email. 5) Apparently, some related services may be put on hold temporarily. For example, ordering promotional materials will be problematic. Additionally, **netLibrary** will be reorganizing and reassigning staff to help wherever needed. See also "E-Book Provider **netLibrary** Puts Itself Up for Sale, Worrying Librarians" by **Jeffrey R. Young** <http://chronicle.com/free/2001/10/2001101802t.htm>.

Janet Flowers' father-in-law passed away on Saturday, Oct. 6. We will hope by some miracle to see her in Charleston in November, and in the meantime we all send her our best condolences.

The Johnny-on-the-spot **Michael Young** [<youngm@csc.albany.edu>](mailto:youngm@csc.albany.edu) has stepped forward and agreed to take over Janet's acquisitions preconference. Michael is in charge of acquisitions at **SUNY Albany** and does a lot of teaching himself. He is looking forward to the preconference. Hooray!

Speaking of **SUNY-Albany**, the incredible **Heather Miller's** (Assistant Director for Technical Services and Systems) [<h766@csc.albany.edu>](mailto:h766@csc.albany.edu) son, **Andrew**, graduated from **Cornell** and has just gone back to Cornell to start graduate work at the College of Veterinary Medicine. Heather and her husband will be in Charleston for the Conference!

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AGAINST THE GRAIN DEADLINES

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Event	Issue	Ad Reservation	Camera-Ready
ALA Midwinter	Dec. 01/Jan. 02	10/24/01	11/14/01

VOLUME 14 2002 / 2003

Event	Issue	Ad Reservation	Camera-Ready
Annual Report, ACRL, ARLIS	Feb. 2002	12/12/01	01/09/02
SLA, MLA	April 2002	02/06/02	02/27/02
ALA Annual, AALL	June 2002	03/27/02	04/17/02
Reference Publishing	Sept. 2002	07/10/02	07/31/02
Charleston Conference	Nov. 2002	08/21/02	09/11/02
ALA Midwinter	Dec. 02/Jan. 03	11/13/02	12/04/02

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Expenditures for electronic resources account for 12.9% of the library materials budget, the largest annual increase since ARL started collecting these data in 1992-93; 105 ARL libraries reported spending almost \$100 million on electronic resources; 101 ARL libraries reported spending more than \$11 million on document delivery/interlibrary loan. These are just a few highlights from **ARL Supplementary Statistics, 1999-2000** compiled and edited by **Martha Kyrrillidou** and **Mark Young**. <http://www.arl.org/stats/sup/sup00.pdf>

In its annual survey of the **World Wide Web**, the **OCLC Office of Research** has determined that the number of public Websites continues to expand but at a slower rate, the distribution of public Websites over countries and languages has been stable over the last several years, and that information and professional consulting and industries operate the largest proportion of Websites. The **Web Characterization Project**, conducted by the **OCLC Office of Research**, has collected a random sample of Websites annually since 1997. Visit this Website: <http://wcp.oclc.org>.

Miles Blackwell died Friday, August 31, of a massive hemorrhage. He had a neuro-muscular disease which is thought to have attributed to the hemorrhage. In a horrible twist of fate, his wife, **Briony**, had just passed away two weeks earlier of a chemical reaction to drugs given to her for a non-threatening medical condition. Apparently, Miles' mother is still living but is quite elderly.

The magnificent **Deborah Duke** <dduke@fortworthlibrary.org> (who will be speaking at the **21st CC**) (voice: 817-871-7725; fax: 817-871-7734) is now Collection Management Administrator at the **Fort Worth Public Library**.

Did you see the bam-zowie **Cindy Cunningham** <cindy@amazon.com> on the cover of **Library Journal** (September 1, 2001)? The article's about "Crossing Over ... to the Corporate Sector" and five librarians who are prime players — **Cindy of Amazon.com** (hey, y'all, we met her in Charleston two years ago! hooray!), the fabulous **Sarah Gregory of Intel**, the awesome **Duncan Smith of Novelist**, the indefatigable **Jane Burke of Endeavor** (who you've also met in Charleston), and

the super-communicator **Don Kaiser** of the new US subsidiary of **Fretwell-Downing, Inc.** (he says that he no

longer goes to movies when he's on the road because he has his laptop!) Fascinating. Check it out!

Speaking of **Amazon.com**, as we told you earlier (see **ATG, June 2001, v.13#3, p.22**), **Amazon.com** has a new corporate accounts initiative. Check out the interview in this issue with **Dave Schappell** <dave@amazon.com>, p. 60.

And, speaking of **Amazon.com** (Nasdaq:AMZN), they have just launched **Look Inside the Book**. This initiative allows customers to flip through the inside pages of thousands of books, while also offering publishers an entirely new way to showcase their books to customers. **Amazon.com** is working with several publishing houses to bring customers millions of pages from a wide range of titles. The company's publisher partners include **DK Publishing, HarperCollins Publishers, Holtzbrinck Publishers, Hungry Minds, John Wiley & Sons, McGraw-Hill, Pearson Education, Random House, Scholastic, Simon & Schuster, Stewart House Publishing and Time Warner Trade Publishing**. The most recent **Holt Uncensored (#273)** says **Amazon** is dumbing their Website down by doing this, but I have to tell you that my order librarian, **Shirley Jeffries** <jeffriess@cofc.edu> and I both love the ability to have a preview of the contents of a book before we order it. If you haven't already, look at it and see what you think!

The **ARL E-Metrics** project is an effort to explore the feasibility of defining and collecting data on the use and value of electronic resources. ARL has some experience in tracking expenditures for electronic resources through the **ARL Supplementary Statistics** but there is a widely held recognition that more work needs to take place in this area. A group of 24 ARL libraries funded and are participating in a study that is taking place from May 2000 to December 2001. The project is under contract with **Florida State University's Information Use Management and Policy Institute** and is directed by **Wonsik "Jeff" Shim, Charles R. McClure, and John Carlo Bertot** under the leadership of project Co-Chairs, **Sherrie Schmidt**, Dean of University Libraries, Arizona State University Library, and **Rush Miller**, University Librarian and Director, University of Pittsburgh. The Phase Two Report (121 pages) has just been released (October 2001) and is available at <http://www.arl.org/stats/newmeas/emetrics/index.html>.

More along these lines. **NISO, the National Information Standards Organization**, has formed a committee to revise **ANSI/NISO Z39.7-1995, the Library Statistics Standard**. The committee will recommend incorporating improvements based on the existing survey instruments in use by nationally recognized U.S. library data collection programs. They are also charged to review the revised base standard in light of evolving methods of measuring electronic network performance, vendor and publisher-based use statistics, reporting methods, and service quality measures; and to advise NISO on how best to integrate new measures into Z39.7 and/or suggest other appropriate approaches (such as nationally supported best

practices or guidelines) that over time might lead to the development of national consensus standards. The **Library Statistics Standard** was first released in 1968, and revised in 1983 and 1995. With each revision the standard has grown and changed. When the 1995 edition of the **Library Statistics Standard** was released, the committee that developed it acknowledged that the standard did not address two important emerging areas: measurement of electronic resources and performance measures. It was recommended that these issues be examined at the next five-year review point. The **Committee** is chaired by **Denise Davis**, Director, Statistics & Surveys US National Commission on Libraries and Information Science (NCLIS). Committee members are: **Brian Auger** (Howard County Public Library), **John Carlo Bertot** (Florida State University, SIS), **Dianne Carty** (Massachusetts Board of Library Commissioners), **Oliver Pesch** (EBSCO Publishing), **Sue Phillips** (University of Texas at Austin), **Sherrie Smith** (Arizona State University Libraries), **Patricia Stevens** (OCLC, Inc.), **Maurice Travillian** (Maryland State Dept. of Education), **Ann Carlson Weeks** (University of Maryland), and **Peter Young** (Library of Congress). <http://www.niso.org>.

EBSCO Subscription Services and **ISI** have announced a linking agreement that will provide researchers another avenue of access to scholarly information. Users will be able to link from the **ISI Web of Science** to the fulltext of articles contained on **EBSCO Online**. Completion of the links is expected by December, 2001.

The dynamic duo — **Sandy Paul** <Sandy@SKPAssociates.com> <skpaul@attglobal.net> and **Barbara Meyers** <mcsone@erols.com> won't be at the CC this year. Sandy's new job — CEO Ocean Books — has her going on a cruise right during the Conference (the nerve!) Here's all of Sandy's new contact information, FYI. OFFICE: Sandra K. Paul, President, SKP Associates, 1521 Alton Rd., #345, Miami Beach, FL 33139 phone: 305-893-7788, Fax: 305-893-4900. HOME: Sandy Paul, 3 Island Ave., #15G, Miami Beach, FL 33139; phone: 305/531-0828. And we will miss Barbara's famous **Publishers' Panel** which she has done every year in Charleston since forever! Send her ideas for next year, okay?

And, despite everything, lots of literati headed to the **Frankfurt Book Fair** in mid-October. Among the people that I talked to were the inimitable **Barry Fast** <barry0112@aol.com> and **Anthony Watkinson** <anthony.watkinson@btinternet.com>. Both will write reports for **ATG**. Stay tuned!

Plus, the October 2001 issue (v3n2) of **The Charleston Advisor** is now available on the Web at: <http://charlestonco.com> We were just evaluating electronic products for selection at the **College of Charleston** and the reviews in **TCA** came up frequently in the deliberations!

The awesome **Michael Somers** <Libsome@ISUGW.INDSTATE.EDU> sends notice of a provocative article that summarizes some of

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the very topics (copyright, intellectual property rights, etc.) we have all been grappling with. The article is by **David Bollier** and it is entitled "Can the information commons be saved? How intellectual property policies are eroding democratic culture & some strategies for asserting the public interest." The article is available at <http://www.culturalpolicy.org/whatsnew/Bollier.pdf>.

When the **Western New York Library Resources Council** decided to create a virtual union catalog for its 105 member libraries and library systems, they selected **Fretwell-Downing, Inc.'s ZPORTAL** software. The **Western New York Library Resources Council** includes corporate, hospital, academic, public, school, and nonprofit libraries, each with unique and rich collections. In the next few years, the **Western New York Library Resources Council** plans to implement an electronic interlibrary loan system complementing their virtual union catalog. www.fidusa.com

Moving right along, **ACCESS PENNSYLVANIA** has chosen **Fretwell-Downing, Inc. (FD Inc.)** to enable their vision of a statewide service where patrons can easily get the information they need from their library. The Commonwealth of Pennsylvania has selected **VDX**, an interlending and resource-sharing solution, as the system to deliver a new level of cooperative service through its database project. **Barbara Cole**, Director, Bureau of Library Development,

Office of Commonwealth Libraries, says, "We expect large growth in ILL activity as libraries take advantage of the system's new automatic features." In the future, **FD Inc.** and **ACCESS PENNSYLVANIA** plan to provide the citizens of Pennsylvania access to physical materials and electronic resources 24 hours a day from their homes and offices. The first and largest statewide union catalog of all types of libraries, **ACCESS PENNSYLVANIA** is a project of the Pennsylvania Department of Education and the Office of the Commonwealth Libraries. The Database project is managed by the Health Sciences Libraries Consortium (HSLC), a not-for-profit corporation located in Philadelphia. The **VDX** system will provide seamless borrowing and lending for over 2,700 libraries. The Database offers patrons nearly 40 million holdings, 6 million unique records and includes 98% of Pennsylvania's school districts. Approximately 300,000 ILL requests per year are processed through the **ACCESS PENNSYLVANIA** system.

Just got this from the energetic **Sherry Thompson** <sthompson@majors.com>. **Majors Scientific Books** and the **University of Kentucky** have agreed to work together to beta test electronically transmitting orders and invoices using **Endeavor's Voyager** integrated library management system. Beginning in September, the two organizations will commence testing using the **EDIFACT** standard to process orders electronically. **Janet Stith**, Director of the University of Kentucky Chandler Medical Center Library said, "Our staff is excited about the efficiencies we will realize in the library

by implementing EDI ordering and invoicing. We anticipate saving 4-6 hours per week in acquisitions once the interface is completed, giving us time to work on other projects. The mission of the **University of Kentucky Chandler Medical Center Library (MCL)** is to provide access to information essential for education, research, and patient care and to promote health information literacy. The **MCL** serves the information needs of the Colleges of Medicine, Dentistry, Nursing, Pharmacy, and Allied Health Professions; the Kentucky School of Public Health, the UK Hospital, Centers of Excellence including the Markey Cancer Center, the Center for Rural Health and the Sanders Brown Center on Aging. The **MCL** includes the Health Information Library for patient education; the Audiovisual Library for multimedia; and the Medical Center Library for print books and journals and electronic resources. The **MCL** is a valuable resource for the 10,000+ employees, faculty and students of the Medical Center. It also serves as an outreach library for health professionals practicing throughout Kentucky. The **MCL** contains over 200,000 volumes, nearly 2,000 print journal titles, access to nearly 13,000 electronic journals and hundreds of databases. Nearly 400,000 visitors enter the **MCL** each year and check out over 90,000 items in addition to using over 150,000 items in the library. www.majors.com

Speaking of which, electronic purchase orders for monographs from **Endeavor Voyager** (Release 2000.1.3 or greater) are now in production with **Harrassowitz**. Libraries wishing to send electronic orders are asked to first send a test file. Instructions for sending both a test file and regular orders are available at the following URL: http://www.harrassowitz.de/elect_voyager_monopo.html. For further information, contact **Danny Jones** <djones@ottosvc.com> who should be in Charleston!

I guess y'all knew that **Greenwood Publishing Group** has added **Libraries Unlimited** to its growing list of imprints. **Dr. Bohdan S. Wynar** is the founder and president of **Libraries Unlimited** (founded in 1964) as well as many notable publications. As you know, the **Greenwood Publishing Group** now includes such imprints as **Oryx**, **Ablex**, **Libraries Unlimited**, **Praeger** and **Heinemann**.

And ... Guess what? The wonderful **Martin Dillon**, Executive Director Emeritus of the **OCLC Institute**, has joined **Libraries Unlimited**, a division of **Greenwood Publishing Group Inc.** and global publisher of library and information science materials, as a consulting acquisitions editor and senior advisor. In his new role, Dillon will concentrate on library and information science textbooks and on professional titles for academic and public libraries. He will also advise **Libraries Unlimited** in the design and development of electronic publications and resources. www.lu.com

And the magnificent **Marietta Plank** will not be at the **Charleston Conference** because she broke her leg! I guess the powers that be wanted her to take a long-deserved rest. **Marietta** promises, however, that she will see us next year in Charleston!

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Reference Reviews Europe Annual

Casalini Libri proudly announces the publication of **Reference Reviews Europe Annual 6** for the review year 2000. With comprehensive English-language reviews of 325 new reference works, **RREA** is a unique source for identifying and assessing the value of European reference works of interest to academic libraries.

The reviews in **Reference Reviews Europe Annual** cumulate those published on the World Wide Web at <http://www.rre.casalini.it> as **Reference Reviews Europe Online**. Most are slightly abridged translations of reviews that have appeared in *Informationsmittel für Bibliotheken*, edited by Dr. Klaus Schreiber and published by the Deutsches Bibliotheksinstitut, Berlin. **RREA** is further enhanced by original reviews contributed by North American subject specialists.

Reference Reviews Europe Online (RREO) is available for print subscribers at no additional cost.

Vol. 6 (2000) published in May 2001.

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ITL 54,000/US\$ 30 (€ 27.96)

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Backsets: please contact Casalini Libri.

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Donna G. Sanzone has been appointed Editor-in-Chief of the newly created **Grolier Academic Reference Program**. **Samzone** brings many years of expertise in developing and implementing a broad range of scholarly and academic reference works in both print and electronic formats. Most recently, she was Vice President of New Product Development for the **Oryx Press** and previously she served as Editor-in-Chief for **G.K. Hall**, a division of **Macmillan Library Reference**.

Gaylord Information Systems (GIS), a division of **Gaylord Bros., Inc.**, has promoted **Anita Wagner** to vice-president Product Management. **Wagner** has worked with **GIS** marketing and sales for more than three years and has been director of Product Management since August 1999.

At a recent meeting with a publisher concern was expressed that there is some confusion with the **Gale Group** imprints. The example given was, "when browsing the review section of a publication ... names do not always appear consistent, sometimes ... **Gale Group/Charles Scribner's Sons** and sometimes simply **Scribners** appears." In an attempt to clear up any confusion, complete information can be found on all of the imprints at www.galegroup.com. If you still have problems or are confused, contact **Lisa Bracken**

at 248-699-8176 or by email at lisa.bracken@galegroup.com.

The Gale Group and the **Library of Virginia** have signed a major new contract that makes **Gale** the state of Virginia's primary online reference provider. On October 1, **Gale Group** began providing a variety of large periodical databases plus business, health, general reference and literature resources online to the state's citizens through public libraries. Among the **Gale** databases to which Virginians have access are the company's largest periodical database, **InfoTrac OneFile**, as well as **Expanded Academic**, which offers coverage of academic disciplines. **Homework Centers** in public libraries are enhanced with three unique **InfoTrac** products designed for specific age groups and **Contemporary Literary Criticism**, for literature and English class assignments. General interest research—even movie and restaurant reviews—are served by **General Reference Center Gold**, a periodical database, while **Health & Wellness Resource Center** serves the growing demand for health information. (**Library of Virginia** has opted to include an **Alternative Health & Medicine** module in their health database.) Finally, business research can be conducted through **Gale's**

Business & Company Resource Center.

The **Library of Virginia** is the research and reference library at the seat of government. Founded in 1823, the **Library of Virginia's** archival holdings exceed 91 million items including tax lists, court records, executive and legislative manuscripts, personal papers and maps. Its general book collection exceeds 760,700 volumes. Through the **Library Development and Networking Division**, the Library provides professional consultation and support to more than 300 public libraries in the commonwealth's extensive library system, as well as to library staffs in state agencies, schools, colleges, museums, corporations, and private organizations throughout Virginia. www.lva.lib.va.us.

Was reading a fascinating article in the *New York Times* (October 7, 2001, "In the Fiery Pages of *Cahiers du Cinema*, a French Revolution" by **David Kehr**).

Fifty years ago, the first *Cahiers du Cinema* rolled off the press and started the New Wave. <http://www.nytimes.com/2001/10/07/movies/07KEHR.html?rd=hcmcp?p=0418XD0418Xd3Q8t012000mA12vA14b>.

And, speaking of interviews in this issue, the other interview is with **Nicholas Basbanes** (Nabasbanes@aol.com) (p.58), the gentleman
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who wrote *A Gentle Madness: Bibliophiles, Bibliomanes, and the Eternal Passion for Books* (Holt, 1995) (did you read the wonderfully delightful review that **Ellen Finnie Duranceau** <efinnie@MIT.EDU> wrote in *ATG*, (see June 1996, v.8#3, p.40). Well, Mr. Basbanes has just published (October 3) *Patience & Fortitude: A Roving Chronicle of Book Places, Book People, and Book Culture* (HarperCollins, \$35). *Patience & Fortitude* are the two lions outside the **New York Public Library**. Anyway, thanks to **John Riley** <jdriley@mail.javanet.com> and **Jim Hogan** <jhogan@holycross.edu>, **Mr. Basbanes** will be speaking at the **21st Charleston Conference** on Thursday, November 1 in honor of the printed book! Indeed, To quote **Pamela H. Sacks** of the Worcester (Mass.) *Telegram & Gazette*, **Basbanes** has come to be "viewed as the writer of books about books for the everyday person." Read more at <http://www.telegram.com/features/people/nick.html>

This is from the Associated Press—**Conde Nast Publications, Inc.** is closing *Mademoiselle* [magazine]...The November issue will be its last.

All **Library of Congress** buildings will be closed to the public and staff beginning Thursday, October 18 until such time as testing of the air supply systems is completed by the **Centers for Disease Control**. Although there is no evidence of the anthrax bacteria in any part of the **Library of Congress**, the buildings are being closed as a precautionary measure. These tests are being conducted on all Capitol Hill complex buildings. Library officials are estimating that the Library will reopen on Tuesday, October 23. Please check the Website at www.loc.gov/today or the recording at (202) 707-5000 for updated information. <http://www.loc.gov/today/pr/2001/01-159.html>

Well, isn't this great! I was lunching with the awesome **Anne Kabler Robichaux** <akr@charleston.net> the other day (now that she's retired she's never home in Charleston, always traveling, visiting, having fun so she's hard to see, let me tell you!). Anyway, Anne told me about **Elizabeth Connor** <econnor@rossmed.edu.dm> and CNN! Really! There is a profile of Elizabeth, who used to be at the **Medical University of South Carolina** here in Charleston, on the CNN Website at <http://www.cnn.com/2001/CAREER/dayonthejob/09/10/elizabeth.connor/>. Elizabeth is the library director for **Ross University School of Medicine** in Portsmouth, Commonwealth of Dominica. Her role is to develop and maintain "a student-centered service unit that provides a wide range of resources (books, journals, multimedia, databases), services and facilities designed to enhance self-directed learning, group collaboration and academic excellence." Because the course of study is accelerated, the library is an essential component to student success and satisfaction. When she first decided to become a librarian, Elizabeth says, she thought it would be a

temporary stint until her writing career took off. Nearly 23 years later, she's still in the field, and her coming-of-age novel is nearing completion. Island life has motivated her to finish! On the reading front, she says she just finished reading **Michael Pollan's** *A Place of My Own* (Dell, 1998), a splendid book about building a writing hut in the woods. Anyway, Elizabeth is coming to Charleston to speak at the Conference at a Lively Lunch so why not look her up!

Well, it looks like the new library at the **College of Charleston** may finally be going up! A contract has been signed for archaeological work (Old graves were found.) and this work will be completed during construction. The new library will be where the old **Bishop England High School** was once located (on Calhoun Street between Coming and Pitt Streets). In 2005 hopefully you will come to the Conference and be able to tour the new **Addlestone Library**!

This comes courtesy of the lis-e-books@JISC.MAIL.AC.UK and **Bruce Preston** <bpreston@library.usyd.edu.au>. A new quarterly edition of the *Australian E-Book Newsletter* is now available at the Website: <http://www.e-book.com.au/>. This issue includes a feature on the Chinese eBook; a report on **Miriam Scholnik's** dissertation "A Study of Reading with Dedicated E-Readers," more on the continuing struggle between **Microsoft & Adobe** for eBook software dominance, and, best of all, how to install books on your child's *Gameboy*.

Well, the incredible **Nancy Gibbs** has left **NCSU** for **Duke**. Nancy is coming to the Conference to discuss eBooks at a **Beastly Breakfast** plus she will be here to shed light on what she thinks of the **netLibrary** news. **Nancy** is also on a panel with **Rolf Janke** (Sage Reference), **Rick Lugg** (R2 Consulting) and **Miriam Gilbert**.

Speaking of **Miriam Gilbert** she is no longer at the **netLibrary**. But we will see her in Charleston.

Well, below are 4 biographies of the 65+ speakers at the Charleston Conference this year.

Got a nice note from **Larry Schwartz** <schwartz@mnstate.edu> Collection Management Librarian at Livingston Lord Library at **Minnesota State University Moorhead**, Moorhead, MN 56563. Larry was offering to help with the Conference which is always a dangerous thing to do (ask **Heather Miller** what happened when she volunteered twenty years ago!). <http://www.mnstate.edu/schwartz>

Susan Gibbons <sgibbons@mcls.rochester.lib.ny.us> (Digital Initiatives Librarian, U. of Rochester), who will be at the Conference speaking this year, is completing her MBA in Spring 2002. Among other things, Susan edits the *Librarian's eBook Newsletter*, a Web-based publication. <http://www.rrlc.org/ebook/newsletter1/newsletter.htm>. It's easy to subscribe! I just did it!

For ten years, **Barbara Rotz** <bdrotz@ship.edu> (Coordinator of Technical Services and Collection Management Librarian, Shippensburg University) was a freelance editor and library consultant overseeing retrospective conversion projects for small public and academic libraries.

Speaking of **Barbaras**, did you know that **Barbara Winters** <wintersb@marshall.edu> (Dean of Libraries, Marshall University) has worked in four states over the course of 27 years! Barbara will be running the **Group Therapy** session in Charleston and it's as much fun to watch Barbara in action as to participate in the session! Come on down!

This is from the **Medical Library Association Focus** 10/5/01 <mla-focus@mlahq.org>. MLA member **Betty Wagoner's** library — **Library/Information Resource Center** — located on the 16th floor of 2 World Trade Center was destroyed along with the offices of her employer, **National Development & Research Institute**, New York, NY, on September 11. Wagoner has requested assistance in getting the library up and running again. MLA is making a donation. Please contact her at <blw89@yahoo.com> or call 718.488.8954 to see how you can help.

And speaking of **MLA**, the digital archives of the *Bulletin of the Medical Library Association (BMLA)* dating back to January 2000 (vol. 88, no.1) are available on **PubMed Central (PMC)** which is managed by the **National Center for Biotechnology Information at the National Library of Medicine**. Find an index of archived life science journals at <http://www.pubmedcentral.nih.gov/>. Also, note that beginning with the January 2002 issue the *Bulletin of the Medical Library Association* will become the *Journal of the Medical Library Association*.

The **Berkeley Electronic Press (bepress)** is in a major strategic alliance with **The University of California (UC)**. Through **UC's California Digital Library**, **bepress** will make its range of scholarly communication tools available to all University of California research communities. The **bepress** tools will allow UC faculty to create and manage new Internet-based academic journals, discussion paper series, and other forms of scholarship. The scholarly publishing world is rife with difficulties. Researchers often wait many months, even years, for their work to be published in conventional outlets. The barriers to access for these materials are also problematic. The **Association of Research Libraries** estimates that serials spending is more than 150% higher than in the late-1980's, but there has been a 7% drop in the number of titles libraries are getting for their money. The **bepress/University of California** partnership addresses each of these problems. UC scholars will use the **bepress** system to create new electronic publications. The alliance represents several "firsts" in the world of scholarly publishing: For the first time, a university is providing its faculty with an all-inclusive tool for the creation and management of electronic publications. For the first time, academic editors and authors can easily leverage the Internet for low-cost and immediate dissemination of important research. Again for the first time, the **bepress** end-to-end system is being deployed to publish a wide range of publication types (journals, discussion papers,

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Rumors
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reports, etc.) containing not just static text but interactive data sets, multimedia files, and other innovative supporting materials.

Okay, I am sure that you all wonder what's happened to **Lyman W. Newlin—Papa Lyman** as we all know him. Well, **Lyman** has been working. Even though he hasn't done a **Papa** in awhile (that's not my fault, I promise), **Papa** has been working on the *ATG Millennium issue* with **Richard E. Abel**. I know you already had an *ATG Millennium issue* (yes, this isn't a typo, one is millennium and the other is millennial ...). The *ATG Millennium issue* was published in February 2001, but this is another endeavor by your incredibly hard-working *ATG* staff, always ready to give you the best of the best. To wit—TA DA—for the **21st Charleston Conference** we present—*Scholarly Publishing: Books, Journals, Libraries in the Twentieth Century*, published by **John Wiley & Sons** in October, 2001. This book will be presented to you at the **21st Charleston Conference** and will also be mailed to all *ATG* subscribers. Let us know what you think. And thank **Lyman** and **Richard** who will both be at the **CC**. **Lyman** is even bringing his wife, **Evie**.

And, there's another book that you will all get at the **21st CC**. That's the *Proceedings of the 20th Charleston Conference—Is Bigger Better?* published by *Against the Grain Press* (its very first monograph!), edited by the in-

credible **Rosann Bazirjian** (Penn State) and **Vicky Speck** (ABC-CLIO) with tons of help from **Ebsco Subscription Services** (most especially **Leigh Marie Lunn** and **Debby Brown**). The proceedings are also to be loaded on a Website (URL forthcoming). And, **Ebsco Subscription Services** is going to once again publish the *Proceedings of the 21st Charleston Conference* and **Vicky** and **Rosann** are going to edit them again! Hooray! And, guess what, we have already gotten three requests for papers from the **2000 Proceedings**. Pretty awesome!

Have you seen the *Chronicle of Higher Education* (October 5, 2001)? **America Online** is now running ads and links to the **University of Phoenix Online**. ("University of Phoenix Online Markets Its Courses on America Online," by **Michael Arnone**). The **America Online** contract is not exclusive. Time will tell if other similar arrangements will follow. Very interesting.

AstraZeneca Pharmaceuticals has selected **Ex Libris' ALEPH 500ä** to replace their current library management system. **Astra AB** originally chose **ALEPH** in 1998 and installed it at six of its research sites around the world. The most recent decision to implement **ALEPH 500ä** at the **Wilmington (USA)** and **Alderley Park (UK)** sites was based on the great success of the earlier sites, and means all eight main research sites will now be using **ALEPH**. **ALEPH** will allow **AstraZeneca** to share resources and the expense of developments with **EDI**, serials etc. The new **Wilmington** system will run on the **Sun Solaris Sunfire** platform and will support 10 staff and 10 **OPAC** users. The conversion to the new catalog, which holds 27,400 records, will begin immediately and is expected to go into production in December 2001. **AstraZeneca** is a major international research based pharmaceutical company engaged in the development, manufacture and marketing of ethical (prescription) pharmaceutical products. **AstraZeneca PLC** is headquartered in **London** with its U.S. headquarters located in **Wilmington, Delaware**. **AstraZeneca** operates nine different **R&D** sites and has manufacturing activities in more than 20 countries. The Company has a workforce of more than 50,000 with over 10,000 employees in the U.S.

More from **ExLibris**. **University of Delaware Library** would be restructuring its **DELCAT** system by replacing their current **NOTIS** system with **ALEPH 500ä**.

On September 25, in **London**, the **ingenta Institute** convened one of two meetings to present the findings from a year-long, in-depth research project, endorsed by the **International Council for Scientific and Technical Information (ICSTI)**, exploring the relationship between journal subscriptions and document delivery as well as the impact of online delivery on article distribution. The second meeting, to be held in **Boston** on October 4 was canceled because of the recent tragedies. The project has six interlinked phases: Phase One: The relationship between journal subscriptions and document delivery, an update of the 1996 **ICSTI** study, using the same journal and document delivery services. Phase Two: An enhancement of the study above to include twenty new titles within a broader range of disciplines, and including additional document delivery agencies. Phase Three: A behavioral study of end-users of full text articles. Phase Four: The development of a route map identifying all current options open to a researcher to obtain articles both through online delivery and traditional means of document delivery from his/her desk. The final two phases are exercises in synthesis: Phase Five: The integration of all four of the preceding phases of the overall project by relating the results of the trend studies to the implications of the behavioral study. Phase Six: The examination of all the results from the five phases within a broader context by comparing the conclusions with other research findings from other related research exercises in recent years. The project results will be presented at both meetings by the coordinators of each phase, and will be analyzed by leaders in publishing and academia. In addition, a report will be published and available to all interested parties by the end of 2001. To read more, visit <http://www.infotoday.com/newsbreaks/nb010917-3.htm> or <http://www.ingenta.com/>.

SPARC has been honored with the **Service to Not-for-Profit Publishing Award** from the **Association for Learned and Professional Society Publishers (ALPSP)**. **ALPSP** is based in the United Kingdom and represents nearly 200 society and other not-for-profit publishers, and organizations which provide publishing services to the not-for-profit sector. In conferring the award on **SPARC**, **ALPSP Secretary-General Sally Morris** noted that "SPARC has, through its various initiatives, prompted us all to re-examine our traditional approaches to publishing and generated worthwhile debate and experimentation." **ALPSP's** Service to Not-for-Profit Publishing Award, judged by a panel of independent experts who evaluated nominations, was created to recognize the organization or individual deemed to have made the greatest contribution to the not-for-profit publishing sector. A complete list of award winners is available at: <http://www.alpsp.org/awards2001.htm>.

Recently heard from **Sue Foley** <sfoley@iesna.org> of the **Illuminating Engineering**

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Problems in the Pipeline

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risks of disturbing relationships with others I considered partners.

However, since that talk at Charleston, the pressures I mentioned then and other, new ones, have accelerated. At the time, I was tempted to characterize that phone call as an intriguing anomaly. But then a second, similar call came a couple of months later. Clearly, something was changing. And as I surveyed the industry, it was all too apparent that there were, indeed, problems in the pipeline.

The cycle in which publishers, distributors and libraries attempt to put pressure on each other at times seems a bit like life in an Escher drawing: in turn, they each choose a path, thinking they are going up past the others, only to find they have descended. And often, they've actually moved nowhere at all. The pressures each faces are real, but the solutions to those pressures are often illusory. A brief look at the

problematic interplay among these erstwhile partners will illustrate this.

Libraries exist in what sometimes seems a perpetual state of siege, with patrons voicing ever new demands and budgets that have difficulty keeping pace with these demands, if they are not actually being cut. Seeking relief from their pressures, they turn to distributors demanding better discounts and more services. As the pressures increase, they look for other outlets. The use of credit cards, in the past unthinkable, is becoming more common and opens up new sources of supply through major retailers, including those on-line. Further, some of these retailers are now accepting purchase orders which increases their accessibility to libraries and the potential volume of business they can do with them. Another option for libraries is buying direct from publishers, something that has always been done but usually in small quantities. However, the calls I received earlier this year indicate that some libraries are beginning to contemplate buying direct in a big way, especially if the discount is attractive and the pub-

lisher is large enough to compensate for the loss of consolidation that distributors offer.

Distributors are then faced not only with pressures in the terms and services they offer libraries, but also from new channels of supply that completely bypass them. For years, their response has been to increase services at no or only a nominal cost and to improve their discounts, while receiving no compensating relief from publishers. This course could not be sustained; where once there were many distributors of all sizes and shapes, there now are far fewer, with the prospect that still others will disappear, through consolidation or simply closing shop. For those that remain, relief had to be found from the pressures they faced in ways other than merely getting big. Caught in the middle of the pipeline, they are pushing back in both directions, decreasing discounts and charging for services to libraries while demanding improved terms from publishers. And as the pressures on them increase and their margin decreases, I can envision a future where selling books becomes quite incidental for distributors and where their real money is made on the services they provide and which they no longer subsidize.

These pressures find their way to publishers, a group for which I have particular sympathy. Where there had once been what seemed a workable equilibrium between publishers and distributors, there is now uncertainty. The old

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AUTHOR'S BIO

Robert W. Birch is Director of Sales at the **Greenwood Publishing Group**. Prior to that, he was the Director of New Media at the Combined Book Exhibit. In an earlier and entirely different life, he taught English and Philosophy for many years. He has written the Great American Novel (well, it's not quite finished). He lives with (and adores) his wife, Emily, who, incredibly, is an Acquisition Editor at Greenwood. Both are kept in line by their Sheltie, who is convinced they are her sheep.

Rumors

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Society of North America (IESNA) located at 120 Wall Street, Floor 17, New York, NY 10005. **Sue** says they were very lucky (they are at the far end of Wall Street). They were closed following the WTC disaster until Sept. 17th, FYI—IESNA was founded in 1906 to establish scientific lighting recommendations and to disseminate this information to all interested parties. The Society's diversified membership includes engineers, architects, lighting designers, educators, students, contractors, distributors, utility personnel, scientists, physicians, and manufacturers. There are approximately 9,000 individual members and 400 sustaining members in **IESNA**. <http://www.iesna.org/>

Just heard from the awesome **Glenn Jaeger** (**Absolute Backorder Service, Inc.**) <jaeger@absolute-inc.com> who tells me he won't be attending the **21st CC**. Glenn has recently undergone total hip replacement on his right side. Recovery is going well, but he'll be laid up for 2 to 3 months. I want to know what you are reading, Glenn! We expect a full report!

And speaking of the Jaegers, **Don**—the awesome-too—**Jaeger** <jaeger@ajaeger.com> will be in **Charleston** presenting a paper! It's amazing that he can spare time from his son's great hockey career to be with us!

This is from the lis-e-journals@jiscmail.ac.uk (9 October, 2001) and comes from your friend and mine, **Keith Courtney** (Group Sales Director, T&F)—As we all know, **Taylor & Francis** recently acquired **Gordon & Breach Publishers** (see *ATG, June 2001 v.13#3, p. 42*). With effect from January 2002 all titles will be published on a regular calendar year basis with a single annual renewal invoice. Hooray! Many journals will have a significant price reduction in 2002 and many others will remain unchanged. In addition, a few titles which have consistently failed to achieve any regularity in publishing will be canceled. All **Gordon & Breach** titles will be published under one of the **Taylor & Francis** imprints with effect from the 2002 volume. Online editions will also be available from 2002. Address any queries or concerns to <enquiry@tandf.co.uk>. <http://www.tandf.co.uk/journals/>

Swets Blackwell has the added article-level links to over 100 electronic journals published by **IEEE** and **Wiley** from **SwetsnetNavigator**, their electronic journal service. Linking of this nature is possible because of the combined **CrossRef** and **DOI** technologies. **Swets Blackwell** joined **CrossRef's Affiliate program** in December 2000 and was the first subscription agent to do so. Gaining affiliate status enabled **Swets Blackwell** to obtain **Digital Object Identifiers (DOIs)** from **CrossRef's** metadata database for articles published by **CrossRef** member publishers not included in

SwetsnetNavigator. By incorporating these **DOIs** into **SwetsnetNavigator's Tables of Contents** and search results, users can seamlessly link to the corresponding article at **CrossRef** member publishers' sites. Because **Swets Blackwell's** subscription administration system is completely integrated with **SwetsnetNavigator**, links to fulltext articles will only appear if users hold subscriptions to the corresponding journals. **IEEE** and **Wiley** are among the first **CrossRef** publishers for whom **Swets Blackwell** has implemented these links, and more publishers will be added to **SwetsnetNavigator** in the future thanks to this technology. **CrossRef** currently has 83 member publishers with more than 3.5 million articles from over 5,100 journals in its database. www.crossref.org or <http://www.crossref.org>

And, speaking of **T&F**, got an email on September 25 from **Ande Ciecierski** <aciecierski@taylorandfrancis.com> who writes from NY that the Big Apple is even weirder than usual—normal in many neighborhoods and tragic and surreal in others. Ande has booked a flight for this year's conference, and just wanted to be sure that we are not canceling. Well, we will be here and we hope all of you are coming too!

Was just browsing in <http://www.bookbrowser.com/> **BookBrowser** is the creation of public librarians **Janet Lawson**, **Cynthia Orr**, **Jo Peters** and numerous reviewers and volunteers. You can email them at <BookInfo@BookBrowser.com>.

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A Whimsical Ramble from page 30

AND asking that they develop means to track and supply these. Resources needed to fund growth in traditional distribution channels are chasing elusive profits in new technologies. Everyone fears that they will be left behind.

Caution is warranted here. Drawing vectors on the map of the library marketplace helps us to visualize what may be happening, but let's not get too wrapped up in the convenience of this artifice. The denizens of the objective world interact in the territory, not the map. The convenience of lines and symbols gives way there to the sight, smell, hearing, taste, and touch of individual beings interacting singly and in groups within the full compass of their thoughts, emotions, and memories. The mathematically precise and predictable map gives way to the irrational, messy, and unpredictable real world. Where weakness might be predicted, power is observed; where competition is inescapable, we see cooperation; and where all seems certain, we experience uncertainty.

The Human Sliver

The library marketplace is a complex behavior system, open to the diverse systems of each participant's parent organization and to society as a whole. Fundamental to the movements we observe as "market behaviors" are the collective actions of individuals, each acting according to their own symbol and story systems.

We'll have to bring this back down to earth to understand why this is important. Decisions we make everyday in the marketplace—the selling price we set for a title going to press, the approval we give to spend money developing a new service, the decision to select one vendor

or another—are based on our perception of how the real world works. It may be perception based on only a shadowy understanding of the real world, but it is all we've got.

Would you knowingly make a decision today that would terminally harm your organization tomorrow? Would you shut the door on the opportunity of a lifetime to accept a dead end job? Few of us would, but it happens all the time. Why?

The limits of our ability to understand the real world means that we always must act under conditions of uncertainty. The level of uncertainty may be small or very large, but some uncertainty exists in all that we do because of those underlying limitations. We are, each of us, making decisions today that will define the shape of the next generation's world. Even decisions not to act become decisions in fact as the acts of others shape the world without our contribution. What's left for us, despair? Are wise decisions impossible?

A friend of mine once said, "A wise decision is an unnatural act." What is natural are the high-risk, shoot-from-the-hip, testosterone charged, weepy, angry, dumb and dumber decisions. If right decisions are impossible and wise decisions are unnatural, we are left with making the best decisions humanly possible. We make them when we fully appreciate the uncertainties involved and guide our decisions based upon carefully considered principals.

What are your business decision principals? How do you guide your daily decisions? If you haven't already done so, take a few minutes to write them down. Think about how they might change the decisions you make. Consider their consequences for your organization. Do you focus on efficiency alone or is effectiveness equally important? Do you opt for the low cost

option or seek high value? Are long-term relationships important to you or do you constantly search for the best deal? Do you value tested solutions or do you favor the next new thing? Do you consider long term impacts or does thinking through the short term impacts suffice? Are you open to new ideas or do you feel safer with tried and true concepts?

Dilemma at the Crossroad

In New Hampshire we breed a species of biting horsefly that is unusually large and persistent. They can be prodigiously focused and will pursue you for miles on a quiet evening's wooded walk. Some days ago as I exited our parking lot, I noticed that one had landed on my windshield directly in front of my eyes. Focused on some insect pursuit beyond my reckoning, the fly remained on the windshield as I drove into the stream of local traffic.

I soon became as fixed on the fly as it was on the windshield. At 20 MPH, it had not moved; nor had it moved at 30 MPH. The fly seemed to have buried its feet into the windshield, unwavering in its belief that the windshield was a stationery perch and that it was caught in a momentary gust of wind. At 45 miles per hour I ramped onto the highway and accelerated further. I was determined to shake the fly from its perch. I was mesmerized, glancing between fly and speedometer and waiting for the fly to give in to the wind now rushing past at 50 MPH, then 55, then 60.

The fly was unshakeable, its fragile gossamer wings were stretched back, its body low and contorted as it fought the ever-increasing air pressure. My eyes now focused solely on it; the fly seemed to fill up my line of sight. 65 MPH. I was fascinated by its ability to cling to the windshield at this speed. 70 MPH; 75 MPH; 80.... I lost all sense of where I was. My attention was totally fixed on the fly that struggled desperately to maintain its grip. Suddenly the rear of a UPS van filled my windshield just feet away. I braked and swerved. Breathing erratically, I checked the windshield. The fly was gone.

Am I the horsefly when I cling tenaciously to an outdated understanding of my reality, fighting the ever-increasing wind of change? Am I the driver so entranced by the struggle that I fail to act?

I read once that what separates human beings and animals are the thoughts that occur between action and reaction. What separates the enlightened participants in the library marketplace from the hopelessly bewildered is the same: the thinking we do between one participant's action and our reaction to it. In the coming years, we will make decisions that will change the course of the industry forever. We're at a crossroads where the future will be shaped by forces that we can't yet understand and for which we have only inadequate symbols and stories that have yet to be written.

Woody Allen, the film director and sardonic philosopher, might have had the library marketplace in mind when he observed, "More than any other time in history, mankind faces a crossroads. One path leads to despair and utter hopelessness. The other, to total extinction. Let us pray we have the wisdom to choose correctly."

Rumors from page 18

In accordance with its mission to support, represent and promote the development needs of new, student and existing members of the **Library and Information Profession**, the **Career Development Group** is planning a one-day seminar on **eBooks and ePublishing**. The seminar will take place at **Library Association Headquarters**, London on Wednesday 28th November 2001 between 10 AM and 4 PM. Taking part in the day will be leading speakers in the field including: **Louis Edward's**, DNA Collections Manager, eBooks and Primary Research Data; **Susan Wilson-Higgins** (I wondered where this wonderful woman was!), Commercial Director, Lightning Source UK Ltd; **Christine Love-Rodgers**, Assistant Librarian Learner Support, Open University; **Anthony Watkinson**, Consultant, Visiting Professor in Information Science, City University and author of recent *Resource Report on Electronic Solutions to the Problems of Monograph Publishing*; **Linda Vendryes**, Vice President of Coutts Electronic Division. <http://www.la-hq.org.uk/directory/training/map.html>.

Looks like there is a new copyright bill being considered in Washington which has the support of **Fritz Hollings** (D-S.C.), the chairman of the Senate Commerce Committee. The bill would embed copy protection controls in nearly all consumer electronic devices and PCs and covers all forms of digital content. <http://www.politechbot.com/docs/hollings.090701.html>

I remember way back in the early 1980s when **Christian Boissonnas** first chastized me for not using email! Well apparently 2001 is the 30th birthday of email. Read all about it at: <http://news.cnet.com/news/0-1005-200-7464674.html>.

This is from **EduPage**, October 12, 2001 and the **Chronicle of Higher Education Online**, October 10, 2001 — **Mascot Network** is going out of business. The portal service it offers to students at dozens of colleges will be closed by the end of the week. More than 50 colleges use the Mascot service, according to the company's Website, including **Columbia University** and **Wayne County Community College** in Michigan.

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Evolution of the Supply Chain

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customers to deliver books faster. Wholesalers hold large inventories, use EDI for all transactions, and are highly skilled at efficiently distributing titles. The result is that delivery to booksellers by wholesalers can often be made more quickly than by publishers (e.g. overnight) and at reasonable discount terms. This enables the library bookseller to concentrate on providing other services required by its customers while also meeting the demand for faster delivery.

During the past two years, change in the supply chain has accelerated as new technologies have come to the library market. For example, Print on Demand (POD) enhances the availability of monographs in these days of short print runs as titles that were once unobtainable as firm orders are once again available. Library booksellers frequently order POD books from companies like **Lightning Source Inc.** and **Replica Books**. POD is also an important part of any publisher's eBook program – this is especially true as publishers talk of producing “format neutral” books. So now the supply chain for a firm order might be: library places order with bookseller, bookseller learns that the conventional edition is no longer available, bookseller purchases POD edition from POD company or wholesaler, library bookseller receives POD edition and delivers to library. That's a very different scenario from the one presented at the top of this paper.

The development of eBooks adds yet another link in the supply chain. Probably nothing else in our industry has received so much ink and attention during the past two years. At this point, eBooks meant for hand-held devices

seems to be a product in search of a market. However, those of us in academic bookselling have seen that scholars and students expect to find research material online and use of eBooks in academic libraries is growing. It is now a budget item and questions about eBooks are showing up in bids. Probably far more important, circulation rates for eBooks appear to be higher than print collections at some institutions. As the various library booksellers develop eBook strategies, the major supply chain question remains: who will host these titles? The answer for now is **netLibrary**, but it could also be publishers, booksellers, other eBook distributors, library consortia, or all of the above. However this evolves, additional players will have entered the supply chain between publishers and libraries, and libraries will continue to require that their bookseller add value to the process.

In addition to eBook developments, booksellers are also working with online sellers of “hard to find” print books. The idea is to enable customers to search their regular bookseller databases and click directly into the hard-to-find bookseller's database for ordering titles reported as OP, OS, or OSI. Orders will be consolidated through the booksellers – again offering the customer greater efficiencies. Linking up with these online companies allows library booksellers to fill orders for books that up to now were not available to libraries interested in order consolidation through a bookseller. There is also a sense among some library booksellers that second-hand books are becoming more acceptable to customers, so they may be supplied in lieu of new books when a library requires such a service.

This has been a very simplified version of how library bookselling has gone from a simple

author-to-publisher-to-library model to the present supply chain. That model has a library bookseller purchasing books from publishers, wholesalers, print-on-demand publishers, online hard-to-find book companies, and eBook providers and selling them to libraries. Where do we think this will go in the near term?

The **Book Industry Study Group** projected a 5% gain in book sales in 2000 and in the next 5 years a growth rate of 5.1%, reaching \$30B in 2004. Clearly we will still be selling physical books. But to do so will mean developing closer working relationships with the publishers. Also, it is clear that libraries will expect their booksellers to supply books, no matter the format, plus value-added services. So, library booksellers will continue to develop as portals that make a wide variety of information services available to library customers. But libraries are not always an easy market to serve. The pressures for discount and technological development have pushed booksellers to the brink – and as we all know, some of them are no longer with us. In order to survive as well as thrive, booksellers will need to establish strategic relationships with the various elements in the supply chain that will allow us to continue meeting the increasing needs of our customers while providing a healthy return to our shareholders. However, in establishing those relationships we will probably force changes that years ago would have been unthinkable.

In the near and distant future, the library booksellers that survive will continue to do what we have always done best: provide solutions for libraries during the process of acquiring materials – whatever the source of those materials. Whether eBooks or physical books, libraries still expect their vendors to help stretch their funds and make putting books on shelves – real or virtual – easier. We may, of course, have to do so in ways unthought of before. Of paramount importance is that our customers will continue to expect us to act as consolidators that add value to the acquisitions process. It is incumbent upon us to adapt ourselves to new business developments so that we can meet those expectations.

Competition and Technology

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needs to be used more often. The word “no” is creeping back into our vocabulary.

The declines in materials budgets in academic libraries (prompted, in part, by declining enrollments) have pretty well stabilized and library administrators have finally begun to take seriously the cancerous nature of serials price increases by imposing the necessary limitations. Measures are being taken, including resource sharing, switching to some promising electronic alternatives to print journals and, most importantly, hard-nosed cutting of little-used items. There seems to be a renewed dedication to the monograph and a realization that the book budget cannot continue to be used for other institutional needs without long-term consequences. Libraries are beginning to see that some balance is necessary between print and electronic resources if only to stave off their own demise as physical entities. We may yet heed the jeremiads of **Michael Gorman** as he crusades for increased bibliographic control of tangible print. We are optimistic that the worst is over.

The current model of the publisher/vendor/library pipeline works well. The vision of the

Web as a cheap, automated, self-service distribution channel that would allow vendors and publishers to wring more profit from every dollar of revenue has encountered the realities of entrenched costs for warehousing, shipping, and customer service. While it is undeniable that the pace of technological change is quickening, basic economic laws still hold sway. If vendor profit margins are not sustainable through publisher discounts, then surviving vendors will need to find them elsewhere. This may be through a more widespread imposition of service charges, the exploitation of alternate profit centers (processing, bibliographic services, etc.) or more radical changes in pricing methods such as an abandonment of customary traditional publisher list pricing. But overall, as long as books are physical objects in need of distribution, traditional distributors will exist.

In the future, however, if books cease to be distributed as physical objects, a new breed of information brokers will likely arise. These organizations will rely on many of the value-added services pioneered by today's book vendors. While there may appear many new branches for the conduct of information from producer to consumer, the trade will continue. The pipeline will not be broken.

Rumors

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Okay, y'all. You heard it here, and I wanted to tell you all personally. I have consented to run for **ALA President**. You heard it right! And, yes, I know it is unbelievable. In fact, probably berserk. But, y'all, I have to tell you that when **Barbara Ford** called me for the nominating committee, I thought ... “no, this is a joke.” But, the more I thought about it, the more I decided, why not give it a run, if I don't I will always regret it. I love librarianship. I love acquisitions and collection development. And I love all of you. How could I turn it down? And it doesn't matter if I lose. Really. At least I gave it my best shot. I figure my gravestone will say, “She was *Against the Grain*!”