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Bob Doran, Senior Vice President, Electronic Business and Information Services-Baker & Taylor, Inc.

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ATG Interviews Bob Doran

Senior Vice President, Electronic Business and Information Services, Baker & Taylor, Inc.

by Katina Strauch (Editor, *Against the Grain*)

ATG: We understand that B&T has just started a new company tentatively named EBiz. What's its relation to EBIS?

RD: Actually, the new company has just been named **Informata.com**. **EBIS**, or **Electronic Business and Information Services**, is being rolled into the new company. **EBIS** was formed about three years ago to make the best use of all the information B&T's distribution companies were already gathering. We knew that our library and retail customers had a crucial need for product information and related services, and we felt we could fulfill that need: we already had highly accurate bibliographic data, such as titles, prices, and availability. Unlike some of other database companies, we confirm data from the products coming through our warehouses, as well as collect other valuable content, such as cataloging, annotated descriptions, jacket art and tables of contents. And we continue to have strong relationships with the publishers. Because we are actually physically selling their titles, they are eager to provide us with their best information. Finally, because of our long history working with librarians, we felt we were in a unique position to create services or applications using the data that would help meet their needs.

So **EBIS** created **The Title Source** **TitleSource** products have been very successful, and we feel now is the time to take the next step. **Informata.com** will build off what **EBIS** has started.

ATG: Tell us more about bibliographic databases. There are lots of them available free on the Web from online bookstores, vendor Websites, publisher Websites et al. Why should a library pay money for a database like Title Source II when we have Amazon.com or Barnesandnoble.com? We asked this same question of Charles Halpin (Bowker) in our interview in February, 2000.

RD: You're right, bibliographic data is now free on the Web. **Amazon.com** was enabled by **B&T** data. We were their initial and exclusive data provider. So the quality and comprehensiveness of our database has been proven. Now, the **Amazon** and **B&N** sites offer terrific services to their customers. We are not trying to compete with free sites that sell books at retail. Consumers are not our core market. Librarians and retailers are. The **Title Source II** offers the functionality I touched on earlier, technology and applications that will help our customers do their jobs more efficiently, saving time and money. **TSII** is a collection development tool for books, music and videos. We offer greater points of access than **Amazon.com** or **bn.com**; in **Title Source II** you can search

by availability, pub date, binding, price ranges, review sources, key words in TOCs and even by demand. Users can build carts, transfer them to their colleagues with notes, change them, compare them against budgets or other carts—these are things that are very practical for librarians. On **TSII** you can download **MARC** records directly into your **ILS** which saves librarians huge amounts of re-keying time. Then patrons have immediate access to that record: they can see it, place a hold against it. This ultimately increases the service level the library provides to its patrons. In addition to **B&T** and **Baker & Taylor Entertainment** inventory, **TSII** displays stock levels from ten other vendors, and we are working on being able to place orders to them. So we are building a tool above and beyond an accurate reference database like **Amazon.com** or **Bn.com** can offer: we are building applications that help our library and retail customers save time, effort and money.

ATG: What vendor partners are you working with in The Title Source II? Libraries just don't have the staff to rekey orders in an ILS and a vendor system.

RD: We recognize that this rekeying is laborious. That's why **TSII** was designed to download **MARC** records into an **ILS** system at anytime. As I alluded to before, these downloaded records can be used as either an order record for use by the **ILS**'s **EDI** interface or an on-order record for items ordered using **The Title Source II** **EDI** interface. We're working with the major **ILS** systems, **Dynix**, **III**, **DRA**, **CARL** and others, to create a seamless downloading process.

As far as vendor partners, we are working with over ten wholesalers and producers to display title availability as well as provide **EDI** ordering. Trading partners include **Book People**, **Book Source**, **Bookmen**, the distributors, **Koen Distribution**, **Koen Pacific**, **Login Brothers**, **NACSCorp**, **Partners** and **Partners West**. We are constantly seeking additional trading partners.

ATG: Would you expand more on Informata.com? What specifically will each division do?

RD: The **Data Operations** unit will continue to collect, standardize and add value to bibliographic data and content. This unit will also take over the cataloging operations of **B&T**, **Yankee**, and **PMSC** (**Professional Media Service Corp.**), and is in a position to develop a **DOI** (**Digital Object Identifier**) database. The **Internet Portal** unit which will be managed by **Pamela Smith**, former VP of Sales and Marketing, **B&T Institutional**, will develop Website portals for our customers,

incorporating our electronic information products, technical applications users might need, and free services such as industry news and career opportunities, to help librarians run their library and booksellers to run their stores and publishers to run their publishing companies. For example, **TheLibraryPlace.com** is designed to be a community-based Website. It will host **The Title Source II**, profiling applications, postings for library positions, and provide access to items such as book shelving supplies or furniture, to name only a few. The third unit of **Informata.com** is **E-Distribution**, responsible for distribution of electronic content, and includes the **Yankee Rights Management (YRM)** and **Replica Books** units formerly under Baker & Taylor. The business of electronic distribution is in its infancy, but combining **YRM**, **Replica** and **EBIS** will create a powerful company that will be best able to respond to the new electronic content distribution. **Glen Secor**, President of **YRM**, will manage the e-content distribution activities of **Informata.com**. Rounding out the management team, **Matt Carroll**, formally the VP of IT for **EBIS**, has been moved to SVP of **Informata.com** and is the CIO and **Craig Richards**, CEO of **B&T Inc.** is the CEO of **Informata.com**.

ATG: In this same issue of ATG, we have an interview with the CCC about their new digital rights management solution. What sort of growth will we see in the digital publishing market over the next five years? And what kind of content are we talking about?

RD: We believe the potential is enormous. **Informata.com** is being formed specifically to support and take advantage of this projected growth. The interest in **Stephen King's Riding the Bullet** e-book was phenomenal, and just confirms what we thought: if carefully presented to the market, digital content can be a mainstream kind of medium. We're not only talking about books; we're talking about anthologies or collections of different materials, combinations of chapters, graphs, images combined into new entities and, of course, video and audio files. The possibilities are really endless, and the most creative organizations will thrive in this new environment.

ATG: What does the distribution of electronic content entail from your standpoint? And what are you going to do with ebooks? Are you working with netLibrary, Questia, Fatbrain?

RD: Well, most importantly and perhaps most difficult, we have to figure out what our customers are going to want. From there, we need to determine the best way to make the content available. Along the way, we will have

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From the Reference Desk

Column Editor: **Tom Gilson** (Head, Reference Services, Robert Scott Small Library, College of Charleston)
<gilson@cofc.edu>

Some reference books assume added importance because of the serious nature of the topics they treat. Undoubtedly, ABC-CLIO's *Encyclopedia of Genocide* (1999, 0874369282, \$150) falls into that category. Produced by the **Institute of the Holocaust and Genocide** in Jerusalem and edited by **Israel W. Charny**, this set is a disturbing reminder of the staggering crimes committed as a result of racial and ethnic hatreds. While there is a considerable amount of attention paid to the Jewish Holocaust here, coverage is by no means restricted to it. Editor Charny and his contributors also report on the carnage that took nearly 2 million Armenian lives during and just after World War I, as well as the more recent Khmer Rouge genocide in Cambodia and the retaliatory killings of Hutu and Tutsi in Burundi and Rwanda. There are also articles on the genocide of the Native populations in Australia and the Americas and those that cover broad historical epochs like those on genocide in antiquity, the Middle Ages and the early modern period. In addition, the encyclopedia includes biographical sketches of both perpetrators of genocide and those who have fought to expose and combat it. There are also entries that define terms and concepts and those that discuss various other aspects like

the psychology of genocide, the attempts at genocide denial, the role of film as propaganda and the art of the Holocaust. Reading through this encyclopedia has a mind numbing effect and many of the facts recounted are difficult to comprehend. For example, the Soviet Union, under Stalin, is accused of murdering almost 62 million people. Some 70 countries are held to have had "mass killings and arbitrary executions" of their indigenous populations numbering 350-400 million through recorded history. And, few can claim innocence. In the fight against Indonesian communism, "recently declassified secret government documents show that in 1965 Britain aided the slaughter of over half a million people." Declassified documents also show that the United States covertly supplied many of the weapons.

Getting back to the mundane, the organization of the book is a bit quirky, but a more than adequate index helps make up for it. Nonetheless, a reading of the "How to use the Encyclopedia" section might be a good idea. While the scholarship is undeniable, there are instances where more thorough authentication would be a great help. For example, the information regarding the genocide in Indonesia related above is given in a sidebar and does not cite the source of the "secret documents,"

and the person reporting the information is not identified in the list of contributors. Despite flaws like this, the *Encyclopedia of Genocide* is a powerful work and represents a milestone in genocide studies. It is a reference set that is a necessary and important purchase for both academic and public libraries.

Another ABC-CLIO title deserves discussion. The *Constitutional Rights Sourcebook* (1999, 1576070611, \$75) is a handy introduction to the Constitution and the rights it protects. Written by **Peter G. Renstrom**, the emphasis is on the "currently existing doctrine" as elucidated by 175 landmark **Supreme Court** cases. Renstrom has organized his book by what he considers to be relevant constitutional amendments including the first, fourth, fifth, sixth, eighth and the fourteenth. He further organized each chapter by significant concepts accompanied by an explanation of the cases that address the concept. For example, in the chapter on the fourth amendment, concepts like third party searches, probable cause, the exclusionary rule, and drug testing are explained with references to cases like *Zurcher v. Stanford Daily*, *Draper v. United States*,
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to create with the other players a standard, a means of identifying what we are all talking about. The work that **Glen Secor** has done with **YRM** and the **DOI** is really important here. We have to have a place to store the metadata about the products and to store the products themselves. Obviously, we need to acquire the content from the publishers, get the rights to it. This is all so new; we are going to have to experiment, be willing to change, be flexible. But overall, these are just products, like we've been distributing for nearly a 100 years. Baker&Taylor has established a brand name in the market place and has, for years, served the Library and the Retail. We plan to continue to provide the same service and earn the same respect that have made **B&T** a trusted partner. We have to think this through carefully, but I've no doubt we will continue to satisfy our customers. And I can tell you we've been in contact with all the major players. We are open to work with any company and will consider any potential relationship. I guarantee that there will be some partnerships announced that will be wild and crazy—look at **AOL** and **Time-Warner**.

ATG: What role, if any, does **George Coe** play in all of this? Is this why he left **Brodart** after over twenty years?

RD: George brings such a wealth of experience and customer knowledge to **B&T**. His role is **President of B&T Institutional** so he will not have an immediate impact on **Informata.com**, but, of course, his insights and thoughts on the marketplace will help us move forward. We are so proud to have someone of George's status join the executive team of **Gary Rautenstrauch**, **Arnie Wight** and **Jim Ulsamer**.

ATG: Tell us about yourself, What do you like to do for fun? What do you like to read? Tell us about your family.

RD: Let's see ... I grew up in New England and graduated from **Bowdoin College**—seems like ages ago—after 4 years of service, Marine Corps, I joined **Prentice-Hall Publishing** and marketed college textbooks before moving on to run **Macmillan Publishings'** College Sales Department. My first move into database and library work came when I joined **R.R. Bowker** where I headed up sales and became the Publisher of *Books In Print*. I did two years at **Barnes&Noble** working on the database which drove **bn.com**. **Craig Richards** and I met up and we both shared a vision which has come to reality in **Informata.com** ... talk about coming full circle!

I did live outside NYC for 25 years, so
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company's participating publishers, and manages the digital rights management sales effort. Colleran has over 17 years of experience in the communications industry, having spent the majority of his career in the advertising/marketing communications profession. Most recently, he was Vice President/Managing Director of **Larry Miller Productions** (now **ixl, Inc.**), a firm specializing in Web strategy and the development and design of Websites for the Internet and intranets. Prior to **LMP**, Colleran was Director of Account Services at **Quantic Communications**, a marketing and communications firm specializing in new and traditional media.

Bruce Funkhouser manages CCC's business operations department, supporting all licensing and rights management services. He is a member of the International Federation of Reproduction Rights Organisation's (IFRRO) Musical Works Committee and Data Exchange Committee as well as the National Academy of Recording Arts and Sciences. Prior to joining CCC, Funkhouser served as Vice President, Programming, Licensing and Sales Support at **Muzak Limited Partnership**.

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scroll, a curious relic of the past but discredited as a way to read anything. Talk about linear!

But there is still some cause for worry. Professional educators (schools of education will be our collective undoing yet) and their stress on diagnostic test scores, are creating a market for electronic books that can either be read on the screen or printed out for easy reading. But whole books aren't being read in preparation for these tests, only short selections.

In the April 10, 2000 issue of *The New Republic*, **Jonathan Weisman** has an article called "The Texas education myth: Only a Test." In it he discussed the **Texas Assessment of Academic Skills (TAAS)** and the **National Assessment of Educational Progress (NAEP)**, but he also quotes from some of the findings of **Linda McNeil** (Rice University) and **Angela Valenzuela** (University of Texas) from their study published by the **Harvard Civil Rights Project** in January. There are many causes for concern if we are to believe their findings, but the one that caught my eye in light of the electronic book craze is this sentence in the article that refers to the practice of teaching to the tests: "Students are taught almost exclusively to write standardized, five-paragraph essays with each paragraph containing exactly five sentences, ..." (p. 16)

McNeil and Valenzuela also noted that middle school students have become so accustomed to reading short passages (as on **TAAS**) that they "were unable to read a novel even two years below grade level." (p. 16)

Were they unable or unwilling? In the end, I suppose it really doesn't matter. But if electronic books win out, it may be because of our public school systems driven by the need to teach to state-mandated standardized tests. Then the private schools will extend their advantages (real or imagined) over public schools by continuing to prepare students for college and AP exams that, we can only hope, will expect that a certain number of novels have been read, cover to cover, and understood. And the essays will be longer than five paragraphs and that the paragraphs will vary in length and look.

I have the good fortune to live in a small city with three used bookstores with a surprisingly good stock. The stock comes from the citizens of Klamath County for the most part. The other day I acquired eight paperbacks by authors of literary merit and reputation. It cost me \$15. At that rate, it would cost me \$9,375 to buy 5,000 books. That is really not as far-fetched as it may sound. But even at five times that rate I would still come in at less than half of the \$100,000 that dot.com is quoting. I am not buying new hardbound books, but the paperbacks are of good quality both in manufacture and

content. I buy hardbounds, too, and only occasionally go over \$10, usually when a **Christopher Morley** title has been held back for me by the owner of the store I frequent most often.

The books I buy in Klamath Falls have local provenance as part of their appeal. The **Morley** titles come from the library of a prominent family in town and that makes me feel more a part of the town than if I had found the same volumes somewhere else. Many of my recent purchases are evidence that one of our locals studied comparative literature in college and for some reason has decided to part with them.

I am not waxing sentimental over what some people erroneously believe is a fading technology, I am merely acknowledging the connection between readers through the exchange, however anonymously, of good books. There is also the connection between the reader and the book designer, the typeface designer, the book jacket designer, the book illustrator, the editor, the publisher, and, of course, the author. A book provides aesthetic, tactile satisfaction beyond the textual content and when design, paper, illustration, and type-face are in harmony with the text, we experience a miracle when we take that book in hand.

Anthony Powell died in March 2000 at age 95, but not before he observed with the title of one of his novels, *Books Do Furnish a Room*.

Other Side of the Street from page 85

Political Science, Cambridge University Press, the British Library, the Smithsonian Institution's National Museum of Natural History, and The New York Public Library. The consortium's aim is to create the first home for authenticated knowledge on the Internet, serving a worldwide audience of business and individual users. These globally recognized institutions would be providing both content and courses to satisfy the complex needs of the ever more mobile information gatherers. The consortium's make-up also reflects that brand recognition is a very key selling ingredient in the online market. Also, it is clear that ownership and subsequent reissuing of information is of paramount importance because users' perceptions make information valuable. The laws of supply and demand can then easily accommodate a pricing strategy. Fair use? Hardly, the deeper one chooses to go on an information excavation, the more costly the process.

I recently was the guest lecturer in a copywriting class offered at my home university. The class was made up of about twenty students, all undergraduates, who had an interest in publishing. Ostensibly, I was there to give them an overview of the publishing industry in order for them to be able to un-

derstand what jobs would be available after their graduation. As might be expected, after some discussion of traditional publishing roles, someone asked about the new digital frontier and what to expect. Change, change, and more change was my answer sprinkled with a dose of prepare yourself for the unexpected by becoming your own best consultant. Stay current on technology. Watch what's happening on the Web and which corporations are behind certain ventures. Get a good news browser and have it search for e-commerce, e-books, and e-ventuality. Finally we came to the matter that seemed of most interest to the class—fair use and copyright. Having been well schooled on entering the university of the fraudulent and felonious fibbing named plagiarism, the students had a myopic view of fair use—any use of others' materials was in violation of copyright law and permission was required. I could hear publishers standing up the world over cheering furiously while librarians wept in their drink of choice.

In the next several years, controlled access to information may deny a large portion of the population from using materials that would have previously been available. Freedom to innovate may reside only with those that have knowledge and the digital tools to use it. The mentality that all use must be requested might get reinforced dramatically. We may, in fact, be bidding adieu to fair use.

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my fun was largely commuting in and out!! Just kidding. I am an avid runner, coached all kinds of little league baseball, soccer etc. as my daughter moved up the ranks. I am a Vietnam Veteran so I have kept current with all of the Vietnam literature. However, I love the **Robert Parker** stories simply because I yearn for New England. Since moving to Charlotte, coming on three years, my New York born/bred wife, **Sona** and I have been experimenting with sailing, fishing and trying to find a decent slice of pizza. My daughter, **Sonig**, is now in graduate school and tasting the business world in Washington D.C.

ATG: *What events, etc., stand out as the big changes since you have been in the business?*

RD: Wow ... what a question!!! Computers, computers, computers. When the *BIP* print was being challenged by CD-ROM—that was only 12 years ago—now who even thinks of CD-ROM as a technology—the rapid movement in delivery of data is enormous and we have only just begun.

ATG: *What do you think will be the big areas of change in the next five years?*

RD: I guess I see a whole new model of publishing especially in the scholarly, profes-

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select, acquire, catalog, service, and we have not even figured out how to really store it in the very long run. I have likened it to a secret librarian plot to assure our job security. Paper is/was a breeze by comparison. But am I, are we, deluding ourselves? Are we selecting and cataloging the music to be played while our Rome burns?

Since the "we" of librarianship includes so many thousands of people, the answer has to be at least a partial YES. But it doesn't and won't be true of everyone. I am confident in the midst of competing "online enablers," all of whom will come and eventually go, there will still be a need to understand the needs of the faculty and students who are associated with our institutions, and to decide which enablers should be adopted for which purposes. I am confident that there will continue to be too many enablers and too few dollars with which to purchase their services. Each enabler, moreover, will no doubt provide a menu of choices and librarians, or whatever we are called, have experience choosing from such menus. In the midst of multiple enablers, there will also be a need to organize their offerings into a single non-chaotic portal and then to train students and faculty how to use these important resources. And finally, as part of the academy moves on to work on more immediate problems, other parts will continue to assess and value the cultural works of the past. These works will then need to be stored and preserved.

What, then, is the major challenge facing libraries and their directors in the future? I believe it still is to stay relevant to the changing needs and situations encountered by our institutions, faculty, students, communities, and to the people who work in them—but to put a greater emphasis on the word "changing" because the academy is in the midst of a revolution. 🐼

International Dateline from page 95

February 2000, p.8) I worked with Gordon at **Butterworths** from 1982 as I tried to move **Reed Publishing** into electronic delivery, and I was immensely fortunate to have Gordon as a mentor. Over the next three years, I learned an enormous amount about both the science and art of publishing from Gordon, who always seemed to have the time to take a very ambitious neophyte publisher to one side and suggest how best to refocus his energy. Since his retirement, Gordon has been the editor of *Logos, the Journal of the World Book Community*. Any reader of *ATG* will benefit from the papers that *Logos* publishes, and Gordon's editorials are quite outstanding. The title is published by **Whurr Publishers**, and the ISSN is 0957-9656. Gordon also published a collection of his essays on the international book business in 1994 entitled *As I Was Saying*. Another essential read. 🐼

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Webworthy from page 96

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Zoology

Part of the "Free Resources" section on the BIOSIS Web pages, the Internet Resource Guide to Zoology contains an incredible wealth of links to Web sources covering everything from Sea Anemones to Zoraptera. Here users can instantly link to many zoos and wildlife parks of the world. Links are arranged alphabetically in each list, and general areas like publications, journals, and entomology are listed along with specific species like Psocoptera (book lice).

<http://www.york.biosis.org/zrdocs/zoolinfo/> 🐼

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sional, and reference area. Contributed databases will prevail and publishers will license data to add the pedagogical tools for use. The author will have more control of the work. Or in the case of the University professor/researcher the University will have the "rights." There will be tremendous mix/match and intellectual property rights will decide the winner. It is already exciting, and we are just at the starting line.

Consumers are not our core market. Librarians and retailers are. If carefully presented to the market, digital content can be a mainstream kind of medium.

I guarantee that there will be some partnerships announced that will be wild and crazy—look at AOL and Time-Warner. 🐼

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