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The Library Marketplace-Report on IFLA

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serves as a duplicate-detecting tool. For example, our approval profiles are set to reject titles from series we receive on standing order. An occasional mistake slips through, however, so our approval plan processors are trained to be especially alert to titles in series.

RESPONSE: (Submitted by **Kathy Wachel**, Head, Monographic Acquisitions, University of Iowa Libraries)

This is an interesting question to which it probably isn't possible to give a definitive answer. At the **University of Iowa Libraries**, when searching new approval plan receipts in our **GUI OPAC**, our primary search is by title. We also search by author if the title is ambiguous, such as *Collected Plays* or *Works*. An ISBN search would be our last choice.

Our primary approval plan provides both U.S. and U.K. books. ISBN searching will bring up an exact match, however a single ISBN search won't locate a publication with a title variation published in both the U.S. and U.K. and inadvertently supplied by both arms of the plan. For our needs an author search

has the best chance of catching this type of duplication. An ISBN search will not necessarily find a copy if the only difference is hard bound/paper bound. Sometimes a bibliographic record will contain only the ISBN for the hardbound edition. If the search happens to be the ISBN for the paper bound edition, it will fail. Since the numbers probably have to be keyed into the system, an ISBN search seems to have inherently more possibility of error, because numbers can be easily mistyped or transposed. Also, entering long numbers can be a slow and tedious business for anyone but a very skilled typist. This is a long way of saying we would not recommend doing an ISBN search if only a single search is done.

In my opinion it is necessary to consider cost effectiveness when reviewing any procedure. At one point we did both author and title searches for our approval books, but we decided that there weren't enough duplicates found to justify the author search in every case. Giving the searcher the latitude to decide whether or not a title search is sufficient may seem slightly risky. However, we have a small staff, so when the staff time saved is weighed against the need to return a few additional copies that aren't caught with an initial search, the time saved is more important for us.

RESPONSE: (Submitted by **Linda Moran**, Manager, Approval Plan, Franklin Book Co.)

I'd like to first ask if your approval plan vendor has in place a method of comparing your current approval plan selections to your firm orders on file with their company? If so, you can most likely feel comfortable in relying on an occasional single spot check using the ISBN as a method of comparison of new receipts to titles already in your catalog. ISBNs remain uniform whereas titles can change from the pre-publication announcements to the actual published book. The spot check will ensure your confidence level that your approval plan vendor does indeed check for, and prevent duplication of receipts.

Using your own statistics, the rate of duplication, under 1%, is so low that your valuable time can more effectively be used in monitoring other aspects of your acquisitions operations. The primary objective of an approval plan is to bring the library new publications in selected subject categories immediately upon availability from the publishing company. The success of the program depends on the library's confidence in their vendor to do just that.

The Library Marketplace

Column Editor: **John Riley** (Sales Director, Eastern Book Company) <jdriley@javanet.com>

"The International Marketplace: IFLA 2001"

This year the 67th Council and General Conference of the **International Federation of Library Associations and Institutions** was

held in Boston, Massachusetts from August 16-25. The theme was "Libraries and Librarians Making a Difference in the Knowledge Age." Areas where librarians were seeking to make a difference ranged from government and industry in economic development to society in social and cultural development to advancing the leadership role of the librarian in the "Knowledge Age" to forging collaborative partnerships.

This was the first time in 15 years that **IFLA** has been held in the U.S., the last time being Chicago. Over 4,000 librarians from 143 countries participated in this year's conference. As was to be expected, the largest turnout was from the U.S. with over 750 librarians in attendance. Surprisingly, Russia had the second highest attendance at 175, followed by the U.K. 150, France 120, Canada 80, China 70, Netherlands 70, Denmark 65, Norway 56, Korea 50, Finland 40, Mexico, S. Africa, Japan and Iran 35 each, Australia 30, with sizable contingents from the rest of the world. Over 500 librarians received Fellowships to attend **IFLA**, so there was good attendance by many librarians who might not otherwise have been able to afford the conference.

For most librarians it was there

first time in Boston and the city and its numerous libraries put on a great reception for the visitors. Nearly all of the libraries in the Boston area had open houses and tours, and parties and receptions were held all over the area. **Boston Public Library** even managed to have Dartmouth Street shut down and covered with a tent for one of the major receptions. The international librarians all remarked on the hospitality of the host country and on the wealth of colleges and libraries in Boston. The whole conference had the air of an Olympics without the competition. International cooperation was the watchword. However, the one program for acquisitions libraries reported on the difficulty of maintaining the international exchange of publications.

There were nearly 200 exhibitors at the **Hynes Convention Center** representing companies that had an international market presence. All of the integrated library system vendors were represented with imposing booths reflecting the worldwide sales of their systems. Electronic product vendors were equally well represented reflecting the worldwide flow of information. Document delivery was in the forefront at the **CISTI**, **Linda Hall** and **Purdue** booths, reflecting the growing marketing of library collections. The national libraries of Spain, France, England, Canada and of course the **Library of Congress**, were all demonstrating their digital collections and their international accessibility. The **Queens Borough Public Library** was demonstrating their

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TOP U.S. EXPORT MARKETS, 1999-2000 (\$ IN MILLIONS)

COUNTRY	1999	2000	% CHANGE
Canada	\$807.5	\$756.7	- 6.3 %
United Kingdom	253.6	264.2	+ 4.2
Japan	101.1	123.1	+ 21.2
Australia	139.6	116.3	- 16.7
Mexico	65.6	73.9	+ 12.6
Singapore	41.1	80.7	+ 47.5
Netherlands	68.1	58.8	- 13.7
South Korea	24.6	36.8	+ 49.4
Taiwan	25.1	35.7	+ 42.5
Germany	43.1	34.3	- 20.4
Hong Kong	20.7	32.5	+ 57.2
Philippines	14.0	18.3	+ 30.6
Belgium	24.7	17.6	- 28.6
Italy	10.3	16.6	+ 61.6
Brazil	16.9	16.5	- 2.4
Total, Top 15	\$1,656.0	\$1662.0	+ 0.4 %
Total, World	1,871.1	1,877.0	+ 0.3

SOURCE: U.S. COMMERCE DEPARTMENT

Because of a strong dollar and a weakening world economy, the latest U.S. Commerce Department report for the first 6 months of 2001 shows a 5.6% decline in book exports.

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nectivity has already surpassed the library's traditional (call it) organizational connectivity in terms of speed and convenience. Fourth, lots of tools and platforms are being developed to allow for the creation, operation and maintenance of discipline-based portals. Many are specific to the library and other educational environments. Finally, and most convincingly, discipline-based portals from both the commercial and scholarly sectors are already being purchased and/or accessed through/by the library.

Examples

To a large extent, the following subject portals fit our own definition and are listed here as evidence of the trend.

Books 24x7 provides integrated online access to monographic content related to information technology. It is designed for students and professional researchers.

Questia provides integrated online access to books and journal articles in the Liberal Arts, enhancing its usability with integrated term paper writing software. It is designed for undergraduates with term paper assignments.

Univ of Virginia American Civil War Collections provides integrated online access to letters, texts, images, diaries, newspapers and Websites related to the Civil War. It is intended for a broad audience.

DOE Distributed Search Subject Portals provide integrated online access to Department of Energy Reports, National Renewable Energy Laboratory Archives, and PubSCIENCE. 10-12 separate portals are each focused on a single source of renewable energy. They are designed for professional researchers.

Columbia Earthscape provides integrated online access to books, journals, datasets, Websites, seminars, conferences, modeling

systems, and teaching tools related to the earth sciences. It is designed for four discrete user groups.

MD Consult provides integrated online access to medical books, journals, MEDLINE, drug information, clinical practice guidelines, personalized clinical updates and patient handouts. It is designed for practitioners.

Xrefer provides integrated online access to a wide variety of general reference books from 20+ publishers. It is designed to meet basic reference needs.

The Scholarly Electronic Publishing Weblog provides a very current, edited bibliography of resources related to electronic publishing, including citations for print books, fulltext online, Websites, government documents, presentations, dissertations, listserv links and listserv extracts. It is designed for high-level researchers and professionals.

ElementK provides online learning tools and digital resources related to Information Technology, Business, and Corporate Management. It is designed for corporate learners.

MIT Cognet provides integrated online access to a growing number of texts related to the brain and cognitive sciences. This portal provides access to works from the MIT Press, as well as content and links to resources from other publishers, professional associations, institutions, and individuals who are willing to share public access to online work. It is designed for high level scholars and researchers.

Knovel offers online access to several highly interactive reference books in engineering and science. It is designed for intermediate and advanced researchers.

Portal Projects

Several libraries and library "communities" have undertaken major initiatives to build their own discipline-based portals. Two are described briefly:

year 2000 as reported by the U.S. Commerce Department is very large and reflects the demand for American books, but it does not resemble the IFLA attendance figures.

Future IFLA Conferences are Glasgow 2002, Berlin 2003, Buenos Aires 2004, Oslo 2005, and Seoul 2006. With the world of libraries growing closer in terms of goals, shared information, services and similar products we should all pay close attention to the IFLA Conferences.

Thanks to **Bob Schatz** (Everetts), **Don Jaeger** (Alfred Jaeger), **Steve Sutton** (Alibris), **Nancy Gibbs** (Duke), and **Mary Moeiler** (Linda Hall Library) for their first hand observations.

As always this column is open to all vendors, librarians and publishers who want to address any issues concerning the library marketplace. — JR

Part of the development program of the **Distributed National Electronic Resource** in the UK (DNER), is a three year project to develop a set of subject portals. "This project aims to enhance resource discovery by developing a series of portals focused on the requirements of end-users in a variety of learning environments." (<http://www.ariadne.ac.uk/issue29/clark/>)

"The **ARL Scholars Portal Working Group** recommends the construction of a suite of Web-based services that will connect the higher education community as directly as possible with quality information resources that contribute to the teaching and learning process and that advance research. Central to the **Scholars Portal** service is a discovery tool that enables a user to search across certain limited but diverse and distributed Websites, library catalogs, and databases of information resources to retrieve and integrate the results in a single presentation." (<http://www.arl.org/access/scholarsportal/>)

Technology in Support of Portals

Out-of-the-box portal solutions, discrete tools, and emerging standards/protocols have become prominent. All of the major library automation and Web technology firms are scrambling to help libraries manage their digital assets. Again, examples are listed here as further evidence of the trend:

System Solutions

Fretwell-Downing's Zportal allows the library to design the content of their portal to best suit their needs by including only the specific library catalogues, internal databases, intranet/Internet Web search engines, fulltext databases and online services which fit their requirements.

Innovative Interfaces MetaFind offers a meta-search capability across the library's defined information resources, including licensed fulltext or citation databases, Websites, search engines, Z39.50 databases, library catalogs, and local digital collections. The grouping of the information resources is configurable by the library; different looks can be offered to different groups within the library. **Innovative Interfaces** has partnered with **MuseGlobal** to power this product.

ExLibris' MetaLib is a platform for managing a hybrid library environment, including digital and print resources in local and remote databases. It provides a standardized user interface and portal and is powered by two new technologies—the **Universal Gateway** and **SFX**. The **Universal Gateway** ensures accurate and target-sensitive searching and employs an intelligent analyzer to convert user requests into target specifications, and target data into user formats. **SFX** provides a host of contextual links to related information after performing an intensive, automated analysis of a document.

Sirsi's iBistro is an Internet access portal for library users. Its distinguishing feature is its capacity to integrate related content in a unified display through simultaneous, broadcast searching.

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multi-lingual services and access to the Internet in one's preferred language. The Web-based out-of-print vendors were also present demonstrating the worldwide market of o.p. books. Reports were that vendors demonstrating their products on computer screen had an easier time overcoming language barriers and in some cases they even brought up BabelFish (instant translations on the Web) to help with communication. Preservation technology vendors had a large presence, reflecting the fragility of collections at home and abroad. Book vendors were looking to expand their market to all ends of the earth now that the Web has leveled the playing field. With lower air shipping rates for books, American companies can compete worldwide for business.

The export market for U.S. books for the