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International Dateline-The Frankfurt Book Fair, 2001: Librarians Are Welcome

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bwean and those that are language-based like Chinese, Francophone and Indian-language literature. The *Encyclopedia of Postcolonial Studies* is thoroughly grounded in current scholarship and will be of value to students for background information and to faculty as a handbook helping to define the discipline.

As with any emerging field of study, there are sometimes more questions than answers and the *Encyclopedia* reflects this edgy vibrancy. It offers a snapshot in time of a developing discipline and for that reason alone it is an important work. Academic libraries supporting a diverse curriculum of literary studies will find it deserving of a place on their shelves.

The New Year also witnesses the arrival of a number of worthy revised and updated editions. Routledge has released second editions of the *Encyclopedia of Ethics* (2001, 0415936721, \$295) and *Historic U.S. Court Cases: An Encyclopedia* (2001, 0415937566, \$150). Last published in 1992, *Encyclopedia of Ethics* has been expanded to 3 volumes and includes 580 entries by 325 scholars. (The 1st edition had 425 articles by 267 authors.) The emphasis on ethical theory, which was the hallmark of the first edition, has been maintained. Concepts ranging from agnosticism to aesthetics and from pragmatism to self-respect are treated, as are issues like euthanasia, the right to life and welfare rights. In addition, there are a number of articles on influential thinkers from ancient times through the middle ages, on to the present. (There is also an extensive survey article entitled the history of western ethics that is 87 pages long.)

Aside from the 150 new entries, all the original entries were newly peer reviewed and a number revised while others dropped and folded within other articles. All in all, this version of the *Encyclopedia of Ethics* is just more of a good thing. The content has been expanded some 30% while the quality of the scholarship has been fully maintained. With its stress on ethical theory, this set is a nice complement to Academic Press' *Encyclopedia of Applied Ethics* (1998 0122270657, \$645). Libraries that found the first edition valuable will be even more impressed with this new version.

Historic U.S. Court Cases: An Encyclopedia has also been updated and expanded. It is now in 2 volumes and treats 43 new cases including the Microsoft antitrust case, the Supreme Court ruling in the Florida election, the Ames espionage case and, of course, the O.J. Simpson trial. The second edition is organized much like first. It is divided into major categories like civil liberties then subcategorized into specifics like the freedom of speech, freedom of religion, privacy, and obscenity and pornography. Within these subcategories the cases are presented chronologically. Editor

John W. Johnson assembled 85 contributors including legal experts, historians and political scientists with legal specialties, academics in government and other related scholars. The essays vary in length from 2000-5000 words depending on the significance of the case. The essays in these 2 volumes are more than just factual accounts. They do a commendable job of describing the context within which each case was decided, as well as discussing the various legal maneuverings. The writing is reader friendly and unburdened by legal jargon. Each essay has a sidebar that discusses the case in brief and a selected bibliography. My only argument with this set is that the bibliographies could have been more substantial. Although the citations all come from scholarly sources they are limited in number. Nonetheless, the second edition of *Historic U.S. Court Cases: An Encyclopedia* is a worthy successor to the original. While it does not cover as many cases as the Galegroup *Great American Court Cases* (1999, 0787629472, \$375), the essays are more comprehensive. It would be a valuable addition to both public and academic library reference collections.

Premiering in 1992, the *Oxford Atlas of the World* (2001, 0195218485, \$75) is now in

its 9th edition and continues to be an outstanding resource. Sections like the narrative introduction to world geography, the city maps and the satellite images of earth remain, while the "one missing element" criticized in the *Library Journal* review of the 8th edition has been addressed. This new edition has a 32-page gazetteer of nations with basic statistical and country summaries as well as images of national flags.

But the central focus of the book is the 176 pages of world maps. Digitally produced, these maps jump off the page with their vivid clarity defining political boundaries as well as topographic details. There are individual sections for each continent, maps of world and the major oceans and their islands. As with many geographical references, spellings can be a problem. Look on the map of Afghanistan for the city of Kandahar and you will not find it. It is spelled Quandahar in this atlas, but luckily the index provides a see reference along with the correct page number for the map. Libraries wishing a high quality atlas with up to date geographic representations at a reasonable price need look no further. There is also a new *Concise Atlas of the World* (2001, 0195217918, \$45) sized to make xerox copying more convenient.

International Dateline — The Frankfurt Book Fair, 2001

The Frankfurt Book Fair, 2001: Librarians Are Welcome

by Barry Fast (Vice President, Delta International) <barry0112@aol.com>

It is now a cliché to say that nothing has been the same since September 11. Nothing, that is, except traveling by airplane. In early October I checked in at United's JFK facility for my trip to Frankfurt. I was asked the usual questions: Did I pack my own bag; had anyone asked me to carry anything on the plane; was I carrying anything electronic? Resisting the impulse to confess that a guy named Mohammed had paid me to smuggle aboard some semtex, I ruefully accepted the fact that the airlines' gesture toward increased security consisted of little more than the substitution of plastic for metal cutlery with their food service. I comforted myself with the realization that none of these half-baked security measures matter anyway. The next time an attempt is made to hijack a plane, the passengers will rise as one and tear the hijackers limb from limb. Gone are the days when meek passengers hunker down and accept the ride to Cuba or Sudan.

After a year of working with Blackwell when Dan Halloran and I sold Academic Book Center to them in 1999, a year in the company of committed colleagues and friends, I'd decided to move on, enjoy more family time, and work part time with my friend, Nick Boisseau, who owns Delta International.

Delta is a British-based export wholesaler, supplying British books to bookstores and library suppliers in over seventy countries. Nick asked me to help develop their business in the Americas, as well as some other markets around the world. Now my travel is almost entirely international, enabling me to see a lot more of the world, often with my wife along for enjoyment. But there are occasional downsides. On September 11, I was returning to the U.S. from England, and our plane was sent back to London when the U.S. closed our air space. It was five days before I could be with my family and take part in the mourning that engulfed all of us here. I write this over a month later, and a pall of sadness still hangs over New York as the memorial services continue.

The Frankfurt Book Fair, therefore, offered more than its usual excitement and opportunities. This year it meant a kind of return to the real world, or should I say the former world, an escape from the heavy atmosphere of the World Trade Center ruins that still smolder two months after the collapse. If, on September 10, those buildings represented New York's pride, and perhaps even arrogance, in their soaring domination of the financial district skyline, they represent today our vul-

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nerability and fragility, a six story pile of twisted steel, body parts and dust. It was good to escape for a few days and concentrate on the world's largest gathering of publishers, booksellers, editors, agents, distributors, and librarians.

Nothing quite prepares you for the **Frankfurt Book Fair**. All other book-related venues and gatherings pale into insignificance. I know some people who are jaded, who have been attending **Frankfurt** for thirty or more years, but I can't imagine this ever happening to me. Each year it seems bigger, more energetic and optimistic, at once more serious and frivolous. The Fair is spread through ten buildings, each the size of a typical **ALA** exhibit hall. Over a hundred countries are represented. The German publishers alone take up one of these giant exhibit halls. The halls form a rectangle around a central square, and shuttle buses, groaning under the weight of people jammed inside, constantly deliver their cargo to the thousands of exhibitors. In the square are a dozen picnic areas beside stands serving beer and varieties of grilled German sausages and wursts.

In Hall 6, a large area is reserved for the gathering of librarians and booksellers. Tables and chairs are provided, and food and drinks are available throughout the day. Librarians can set up shop here, arrange meetings, camp out at a table, leave messages and most importantly, take a break from the exhibits. The exhibitors are roughly divided into two types: the huge multinational publishers and the thousands of smaller publishers and other book related companies. The publishers are engaged in two main activities: Promoting their new books to their customers who are visiting from all over the world, and trading rights to other publishers for new and forthcoming books. These rights deals are usually negotiated out of public view, in a rabbit warren of hidden cubicles within the inner parts of the sprawling exhibit stands. Smaller publishers and companies like ours usually have a modest booth, a couple of tables and chairs, and some refreshments for guests: coffee, water, fruit and, in the afternoon, wine, beer and home-country spirits such as brandies or vodkas. Engage in these at your peril. By mid-afternoon I'm so tired an alcoholic drink would have me asleep in the aisle.

How is business conducted at **Frankfurt**? How can librarians use the Fair to find local suppliers or little known quality publishers? (By the way, many foreign publishers produce two editions, one in their local language and one in English for world export.) I'll use a real life example to demonstrate how I work the Fair and how you can adapt this to your goals.

I needed to establish a relationship with a Turkish bookseller for a project I am working on. On Wednesday, the first day of the Fair—which runs through Saturday—I visited the combined Turkish exhibit in Hall 5. Dozens of Turk-

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ish publishers cooperate on a large stand, and surrounding the stand are many additional Turkish publishers in their own smaller stands. I approached the information desk at the combined stand and asked for a directory of publishers in English. I then found the name of the head of the Turkish publishers association. I found his stand, spoke with his assistant, and made an appointment for Friday morning (appointments are usually in half hour increments, from 9AM until 6PM). On Friday I met with this gentleman and his assistant, who helped with his broken English. I asked him to recommend a reliable bookseller in Istanbul, telling him exactly why I wanted to meet them. Names were given and an afternoon appointment was set up for all of us to meet.

That afternoon we gathered around a table in the stand, drank some mud, oops, I mean Turkish coffee, and after an hour or so of getting to know each other, discussing what we wanted and what they could do, we had a handshake agreement. I returned to Hall 8 where the large British and American publishers are located, visited two of them and talked with their international sales managers, checking out the reliability of my new Turkish bookseller friend. I now felt confident that we could proceed as planned. Thus, in the space of a few hours I had been able to accomplish something that would have been very expensive and time consuming were

there no **Frankfurt**. Compound this over ten or more similar business deals, and for me the Fair is an essential tool in the global book economy. For librarians, with the ability to meet many publishers, potential suppliers, electronic publishers and others in the worldwide information industry, the Book Fair offers opportunities found nowhere else.

A few practicalities: **Frankfurt** hotels fill up months before the Fair, and prices are very high. We like to stay in a small hotel outside the city, a twenty minute train ride (\$3) with frequent service until late at night. You can register for the Fair online and avoid the hassles of on site registration. You can save lots of money by getting invited to the many parties that occur each night, much free food and drink, so work your network of publishing and bookselling friends to get invitations. Reserve your flights early since cheap fares go fast. Rent a local cell phone, it is inexpensive if you don't use it much, but great for emergencies, directions, missed meetings, and your family can contact you if they need to. If you know you'll have specific business with an exhibitor, make an appointment in advance.

The Fair is arranged by countries, and there is some logic in the layout to facilitate moving from meeting to meeting. For instance, German and German-speaking publishers (Austria and Switzerland) are in one hall covering three floors. American, British and other English-speaking publishers occupy Hall 8. Other European publishers are grouped together in a hall, and each geographical region, like the Mideast or Latin America, occupies the

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same hall or floor. There is another hall for electronic publishers and database producers.

Publishers and booksellers are exhibiting because they want to do business. Librarians who want to find sources for books or book information will find a friendly welcome at all the stands they visit. This is especially true among the stands of smaller countries. Exploring, for instance, the combined stand of the Hungarian publishers will result in pleasant surprises. Not only will you find a wealth of books on Hungarian history and culture (most with English editions), but you'll also discover new university presses and privately owned publishers that have opened in the last few years. Eastern Europe, with its traditions of scholarship in the humanities, is once again producing books of real value in the arts and social sciences.

Latin American publishers are widely represented at **Frankfurt**, and the amount of English language titles in the scholarly fields is impressive. Brazil, for instance, has a vibrant publishing industry that covers not only their own history and culture, but such worldwide issues as rain forest ecology and other agrar-

ian, riparian and riverine topics that spring from their domestic vantage point. We tend to believe that only the first world is hotly debating these issues, but the Book Fair shows that scientists and environmentalists in the developing world are contributing. One evening, at a publishing party, I met a Brazilian bookseller who described how his staff builds online databases of Brazilian books, along with a rich array of content and reviews, so that librarians, faculty and professionals all over the world can easily select the titles they want. His Internet technology is as advanced as any in our country, and he is far from alone. In many countries, local booksellers are using Internet technology to prevent domination of their market by foreign multi-national or online booksellers, as well as developing their own export businesses. The Book Fair is the perfect venue for locating these technology leaders and assessing whether their services can be useful to you.

During the course of the Fair there are numerous seminars and presentations that librarians will find interesting, from discussions of publishing in the third world, censorship, scholarly publishing, and ebook development, to readings by famous authors. It is rare to find a conference where the practical interests of

commerce and the theoretical interests of the intellectual are conjoined so seamlessly. And all of this activity is well lubricated by ubiquitous beer and wine stands, and gala parties in the evenings in nearby hotels and on river boats. The weather in early October is particularly fine in Germany, rivaling that of the U.S. northeast, with warm sunny days and cool evenings. **Frankfurt**, the financial center of Germany, abounds with good, not great, restaurants at affordable prices. There are charming neighborhoods of leafy streets and small parks, and broad shopping boulevards attest to prosperity of the city. Everything works well. The subways run straight out to the suburbs, making it easy to commute to the Fair from the countryside, or as far away as Weisbaden. Trams take you to neighborhoods or from the train station right to the Fair. And with its location in the center of Europe, you can easily combine a vacation with a working trip at the Book Fair. Last year, after the Fair ended, I picked my wife up on Sunday morning at **Frankfurt Airport**. We had lunch in Switzerland and dinner in Italy. As we drove south through the Alps I lulled her to sleep with tales of the Book Fair, four days of immersion in, literally, the world of books. If your professional life involves books, this should be your world too.

SHAKEN BUT UNSTIRRED — A REPORT FROM THE 53RD FRANKFURT BOOK FAIR

by **Anthony Watkinson** (Publishing Consultant, 14 Park Street, Bladon, Woodstock, Oxfordshire, England OX20 1RW; Phone: +44 1993 811561; Fax: +44 1993 810067) <anthony.watkinson@btinternet.com>

Apparently 54 companies cancelled out of nearly 7000, and of these 34 were from the USA. Some people cancelled very late in the day. One prominent staffer of a very large subscription agent is said to have flown in on the Sunday before, watched the bombing of Afghanistan begin on the television and got a plane out the next morning. There were searches of bags at the entrance to Hall 8.0, the international hall which houses U.S., U.K. and Israeli companies, but this was only at the front. You could always go in at the side. More impressive was the complete and sobering observance of two minutes silence on Thursday 11th October (German time for the anniversary of the first attack on the **World Trade Center**). The lines for taxis outside were as long as usual in spite of new subway stations being opened earlier in the year, but there was undoubtedly more room to walk about and to find coffee.

A question much discussed at the Fair was whether recovery of numbers and "buzz" will be swift or whether the blows to **Frankfurt's** centrality in publishing have permanently dented it. Some Americans present tended to feel that one year's absence may make some of their colleagues reflect that the hassle and the expense exceeds the value of the business actually done. The problems certainly gave a boost to finance directors who always try to cut those many who really *need* to come to the booth and be seen by the bosses.

Actually **Frankfurt** is expanding across the

Atlantic. I quote from a cleverly crafted press release of 29th September:

"The Frankfurt Book Fair takes the lead in re-affirming New York City as a great place to do business, announcing a new international publishing fair."

This initiative is **Frankfurt in New York (FNY)** to be held in "publishing's world capital" in April 2002. The backers include **Michael Cader** of **Publishers Lunch** and **Mike Shatzkin** of **The Idea Logical Company**, a New Yorker to the core, but for some reason the apparent assault on Book Expo America (run by Anglo-Dutch Reed Elsevier) severely upset Pat Schroeder and no doubt others.

The book of the Fair was not about pop stars or sporting heroes as is usual, but the specialist title *Taliban Islam, Oil and the New Great Game in Asia* published by I.B.Tauris in London and Yale in North America. There was a real fight for mass paperback rights to this volume. An amazing number of publishers had managed to dig out books on Islam from their back list and displayed them face out.

For **I.B. Tauris**, who specialises in books on the Middle East, this was their "*busiest ever Frankfurt*," but for the purveyors of e-solutions all was not rosy. The absence of the complete **netLibrary** contingent was explained by subsequent announcement, and, although **Troy Williams** of **Questia** gave a talk before the Fair proper, his booth was also empty. Of the big three of scholarly e-enter-

prise only **Ebrary** were fully staffed and with full appointment books. The **Electronic Media Center** is now about as far from hall 8.0 as you can get (15 minutes at normal walking speed) and was dominated by German companies. Even **Adobe** and **Microsoft** had only German language publicity for most of their offerings and nothing new to show.

STM publishers meet before the Fair in the luxurious surroundings of the **Arabella Grand**, the up-market hotel. There were no thrills there too. The British trade-sheet *Publishing News* headlined an article on the general assembly — *Professor slams STM publishers*. This referred to the rather poor speech by the Cambridge geneticist **Mike Ashburner**, one of the founders of the **Public Library of Science**, which made the same points as he has been making since the start of that enterprise. My view is that the interesting information was that the **PloS** is to start new journals and the newsy bit was that **Ashburner** attacked the editor of *Science* over a "malicious headline." I actually wrote the article and I am clearly not a journalist!

It seemed to me that librarians were even more difficult to discern than usual. Are they trodden underfoot by aggregating publishers? **Ann Okerson** told me that she spent two days going round the Fair finding out about things. She has real stamina. I saw **Michael Keller** both on the Monday when he spoke to publishers about **LOCKSS** and on the Saturday

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