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## Bestsellers for 1998

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# Bestsellers for 1998

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**F**or this issue we depart from the narrow subject focus of our prior YBP Bestseller lists. Instead we offer the Big Picture. No categories at all! Here are the 50 titles our customers purchased most often during (calendar year) 1998.

The list captures the ascendance in academic publishing of the **Interdisciplinary** (we think the word has earned capitalization). Black Studies by itself, for example, accounts for 19 of the 50 titles, or nearly 40% of the list. University presses, with 37 titles, produced nearly three-fourths of the list, and the larger university presses prove that they know how to make books with appeal to both general and academic readers, from Ira Berlin's *Many Thousands Gone: The First Two Centuries of Slavery in North America* (Harvard) to John Townsend's *What Women Want—What Men Want: Why the Sexes Still See Love and Commitment So Differently*. This title is from **Oxford University Press**, with 10 titles the list's predominant publisher as well as the most eclectic and even athletic performer, with OUP showing mastery of fields ranging from Black Studies to Mathematics to Music.

But our list's lead title was neither Interdisciplinary nor much of a crossover read. Towering above all other titles—with 306 copies sold to date, some 70% more than our #2 title (*Oxford's History of Jazz*)—is the **MLA Style Manual and Guide to Scholarly Publishing**, probably the lone title the **Modern Language Association** will ever land on any Bestseller list, anywhere.

We hope you enjoy conducting your own analysis of YBP's 1998 Bestseller list.

Gibaldi, Joseph, 1942- *MLA Style Manual and Guide to Scholarly Publishing*. Modern Language Association 1998 \$25.00 Cloth 0873526996

Gioia, Ted. *History of Jazz*. Oxford Univ Press 1997 \$30.00 Cloth 0195090810

Berlin, Ira, 1941- *Many Thousands Gone: The First Two Centuries of Slavery in North America*. Belknap/Harvard 1998 \$29.95 Cloth 0674810929

White, Shane. *Stylin': African American Expressive Culture from its Beginnings to the Zoot Suit*. Cornell Univ Press 1998 \$30.00 Cloth 0801431794

Tucker, Bonnie P., 1939- *Federal Disability Law in a Nutshell*. West Pub. (Law) 1998 \$18.81 Paper 0314226281

Morrison, Toni, *Paradise*. Alfred A. Knopf 1997 \$24.50 Cloth 0679433740

Baldwin, James, 1924-1987. *Collected Essays*. Library of America 1998 \$35.00 Cloth 1883011523

Farmer, David Hugh. *Oxford Dictionary of Saints*. Oxford Univ Press 1997 \$15.95 Paper 0192800582

Von Frank, Albert J. *Trials of Anthony Burns: Freedom and Slavery in Emerson's Boston*. Harvard Univ Press 1998 \$27.95 Cloth 0674039548

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Noonan, John Thomas, 1926- *Lustre of our Country: The American Experience of Religious Freedom*. Univ of California 1998 \$35.00 Cloth 0520209974

Baldwin, James, 1924-1987. *Early Novels and Stories*. Library of America 1998 \$35.00 Cloth 1883011515

Dallek, Robert. *Flawed Giant: Lyndon Johnson and his Times, 1961-1973*. Oxford Univ Press 1998 \$35.00 Cloth 0195054652

Bowen, William G. *Shape of the River: Long-Term Consequences of Considering Race in College and University Admissions*. Princeton Univ Press 1998 \$24.95 Cloth 0691002746

Stein, Gertrude, 1874-1946. *Writings, 1903-1932: Q.E.D./Three Lives/Portraits and Other Short Works/The Autobiography of Alice B. Toklas*; Ed. by Catharine R. Stimpson. Library of America 1998 \$40.00 Cloth 188301140x

Stein, Gertrude, 1874-1946. *Writings 1932-1946: Stanzas in Meditation/Lectures in America/The Geographical History of America*; Ed. by Catharine R. Stimpson. Library of America 1998 \$40.00 Cloth 1883011418

Hrabowski, Freeman A. *Beating the Odds: Raising Academically Successful African American Males*. Oxford Univ Press 1998 \$25.00 Cloth 0195102193

*Oxford Dictionary of Foreign Words and Phrases*; Ed. by Jennifer Speake. Oxford Univ Press 1997 \$30.00 Cloth 0198631596

Friedan, Betty. *Beyond Gender: The New Politics of Work and Family*; Ed. by Brigid O'Farrell. Woodrow Wilson Ctr 1997 \$21.95 Cloth 0943875846

Robins, Gay. *Art of Ancient Egypt*. Harvard Univ Press 1997 \$39.95 Cloth 0674046609

Deveaux, Scott Knowles. *Birth of Bebop: A Social And Musical History*. Univ of California 1997 \$35.00 Cloth 0520205790

Valian, Virginia. *Why So Slow?: The Advancement of Women*. MIT Press 1998 \$30.00 Cloth 0262220547

*Three Thousand Years of Chinese Painting*; Richard M. Barnhart...et al. Yale Univ Press 1997 \$75.00 Cloth 0300070136

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Frank, Thomas C. *Conquest of Cool: Business Culture, Counterculture, And the Rise of Hip Consumerism*. Univ of Chicago Press 1997 \$22.95 Cloth 0226259919

Thomas, Hugh. *Slave Trade: The Story of the Atlantic Slave Trade, 1440-1870*. Simon & Schuster 1997 \$37.50 Cloth 0684810638

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Russell, Kathryn K., 1961- *Color of Crime: Racial Hoaxes, White Fear, Black Protectionism, Police Harassment, and Other Aggressions*. New York Univ Press 1998 \$25.00 Cloth 081477471

Chang, Iris. *Rape of Nanking: The Forgotten Holocaust of World War II*. Basic Books 1997 \$25.00 Cloth 0465068359

Service, Robert. *History of Twentieth-Century Russia*. Harvard Univ Press 1998 \$29.95 Cloth 067440347

Mink, Gwendolyn, 1952- *Welfare's End*. Cornell Univ Press 1998 \$21.00 Cloth 0801433479

Jacoby, Sanford M. *Modern Manors: Welfare Capitalism Since the New Deal*. Princeton Univ Press 1997 \$35.00 Cloth 0691015708

Cohen, Mark Nathan. *Culture of Intolerance: Chauvinism, Class, and Racism in the United States*. Yale Univ Press 1998 \$27.50 Cloth 0300070721



*Cambridge Illustrated History of Ancient Greece*; Ed. by Paul Cartledge. Cambridge Univ Press 1998 \$39.95 Cloth 0521481961

Davenport, Thomas H., 1954- *Working Knowledge: How Organizations Manage What They Know*. Harvard Business 1998 \$29.95 Cloth 0875846556

Marable, Manning. *Black Leadership*.

Columbia Univ Press 1998 \$27.95 Cloth 0231107463

Branch, Taylor. *Pillar of Fire: America in The King Years, 1963-65*. Simon & Schuster 1998 \$29.50 Cloth 0684808196

*Complete Bill of Rights: The Drafts, Debates, Sources, And Origins*; Ed. by Neil H. Cogan. Oxford Univ Press 1997 \$95.00 Cloth 019510322x

Diffie, Whitfield. *Privacy on the Line: The Politics of Wiretapping and Encryption*. MIT Press 1998 \$25.00 Cloth 0262041677

*Russia: A History*; Ed. by Gregory L. Freeze. Oxford Univ Press 1997 \$45.00 Cloth 0192158996

Rhea, Joseph Tilden. *Race, Pride and the American Identity*. Harvard Univ Press 1997 \$25.00 Cloth 0674566815

*Historical Guide to World Slavery*; Ed. by Seymour Drescher. Oxford Univ Press 1998 \$65.00 Cloth 0195120914

Steele, Valerie. *Fifty Years of Fashion: New Look to Now*. Yale Univ Press 1997 \$45.00 Cloth 0300071329

Ravage, John W. *Black Pioneers: Images of the Black Experience on the North American Frontier*. Univ of Utah Press 1997 \$24.95 Cloth 0874805465

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