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Best Sellers --Reference Titles 2001-2002

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on several panels. **Fernando Acosta-Rodriguez** of the **New York Public Library** lead the discussion "Capturing History," which included a history of the contributions of renowned Latin Americanist librarian **Marietta Daniels Shepard** and her role in the development of **SALALM**. **Rhonda Neugebauer** of the **University of California**, Riverside, moderated a panel that focused on the Digital Library. **Victor Cid Carmona (El Colegio de Mexico)** shared the results of his recent research on digitization projects in Mexico. The "Effectiveness of the Internet v. the Library as a Cultural Resource for the Foreign Language Classroom" was discussed by **John Storm of Brigham Young University** and **Elsa Barbarena and Maricela Jimenez of Universidad Nacional Autonoma de Mexico** presented "Mexicoarte: una alternativa electronica para conocer la historia de arte de Mexico."

Next year's **SALALM** president, **Darlene Waller** of the **University of Connecticut**, brought together speakers from Cuba, Mexico and the United States to share perspectives on the panel, "Cuban History in Word and Image." The utilization of illustrations in Cuban biographical studies was discussed by **Eliades Acosta, Biblioteca Nacional José Martí** and **Enrique Camacho Navarro of Universidad Nacional Autonoma de Mexico** shared insights into pictorial representations of Fidel Castro in publications. Projects which will provide Web access to digitized images of Cuban political posters and Cuban book covers were explained and demonstrated by **Sharon Moynahan, Christine Mueller** and **Wendy Pedersen**, all from the **University of New Mexico** General Library.

Joseph Holub's (University of Pennsylvania) workshop on "International Governmental Organization Resources" focused on resources available from the Inter-american Development Bank, the Organization of American States, and The United Nations. A workshop presented by **Don Panzera** and **David Williamson** of the **Library of Congress** explored how vendors can increase the visibility of the publications which they offer by supplying a richer bibliographic record, enhanced with table of contents information. The three current Library of Congress Table of Contents (TOC) projects: Electronic Cataloging In Publication, D-TOC (scanning of TOC information) and ONIX (XML metadata): were demonstrated and


Digital imaging, databases, and preservation were explored

energetically discussed by vendors and interested librarians. Additional themes and issues explored in panels included Latin American feminism, approaches to Latin American history, history of the book, library cooperation, pamphlets in research collections, Latin American film clips and collection building and management.

Of particular interest to catalogers and those who utilize the **OCLC** database was the discussion in the Subcommittee on Cataloging and Bibliographic Technology concerning the creation of non-English bibliographic records by libraries outside the United States and what it means for a U.S. library to enhance and recatalog these records into English following the guidelines of **OCLC**. At issue is how, in a shared international bibliographic database, libraries can contribute and utilize records in the language of their local catalog and whether a single record, with data in multiple languages, or separate records for each cataloging language, best serves the needs of libraries and their patrons.

Salalmistas always find time for fun, and this year was no exception. After the cordial opening of the Book Exhibits, participants were treated to a reception at Cornell's Olin Library Sunday evening. Monday night found conference attendees dancing to a Latin beat at the annual **Libreros** reception. Excellent food, good company and the annual raffle to raise funds for **Enlace** travel funds highlighted the event. **Lief Adleson**, of **Books from Mexico** was the master of ceremonies.

At its forty-seventh meeting, **SALALM** paused to consider what it might look like at age fifty. Plans were made to hold the 2005, fiftieth anniversary, meeting in Gainesville at the **University of Florida** which was host to the first **SALALM** held at **Chinsegut Hill**, in Brooksville, Florida. The celebration will include pictures and remembrances of conferences past, early participants, and memorable events.

Next year's meeting will be held in **Cartagena, Colombia**, May 23-27, 2003 with the theme "Celebrating Culture: Space, Symbols, and Tradition in Latin America and the Caribbean." A preconference focusing on **MARC 21** for Latin American librarians will be sponsored by **SALALM** and organized by the Subcommittee on Cataloging and Bibliographic Technology under the direction of its incoming Chair, **Ana Cristin** of the **Library of Congress**, and **Ageo Garcia** of **Tulane University**. 

Best Sellers — Reference Titles 2001-2002

by **Françoise Crowell** (Yankee Book Peddler) <FCrowell@YBP.com>

Editor's Note: This is the second year I have compiled a list of **YBPs** bestselling reference titles and thought it might be interesting to compare the two lists (see **ATG** v.13#4, p.75). Last year **Oxford UP** topped the charts with 11 titles; this year there are seven, but the prize goes to **ABC Clio** with 10 titles. Price often dictates how many copies of a title **YBP** sells, but price was no object for two titles: **The Encyclopedia of Criminol-**

ogy and Deviant Behavior (4 volumes) has a list price of \$520 and **The Encyclopedia of Ethics** (3 volumes) a list price of \$350! (Seems criminal and unethical to me.) Again this list is well rounded with many subjects included. Perhaps I am feeling my age and being sensitive noting that the topic of aging was covered for the first time this year with three titles, balanced, thank goodness with two titles on Childrens lit. Add these titles to your reference shelf and please the young and old. — FC

Publication Manual of the American Psychological Association. Amer Psychological Assn 2001 \$34.95 Cloth 1557987904.

Davis, Neil M. **Medical Abbreviations: 15,000 Conveniences at the Expense of**

Communications and Safety. Neil M. Davis Associates 2001 \$22.95 Paper 0931431107.

Handbook of Interview Research: Context & Method; Ed. by Jaber F. Gubrium. Sage Publications 2002 \$107.95 Cloth 0761919511.

Oxford Companion to Shakespeare; Ed. by Michael Dobson. Oxford Univ Press 2001 \$60.00 Cloth 0198117353.

Delahunty, Andrew. **Oxford Dictionary of Allusions.** Oxford Univ Press 2001 \$27.50 Cloth 0198600313.

Encyclopedia of Ethics; Ed. by Lawrence C. Becker. Routledge 2001 \$350.00 Cloth 0415936721.

W.E.B. Du Bois: An Encyclopedia. Greenwood 2001 \$89.95 Cloth 0313296650.

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Thesaurus of Eric Descriptors; Ed. by James E. Houston. Oryx 2001 \$72.95 Cloth 1573563307.

Oxford Companion to Western Art; Ed. by Hugh Brigstocke. Oxford Univ Press 2001 \$75.00 Cloth 0198662033.

Cambridge Guide to Children's Books in English; Ed. by Victor Watson. Cambridge Univ Press 2001 \$75.00 Cloth 0521550645.

Roberts, Robert North. *Ethics in U.S. Government: An Encyclopedia of Investigations, Scandals, Reforms, and Legislation*. Greenwood 2001 \$69.95 Cloth 0313311986.

Encyclopedia of Death and Dying; Ed. by Glennys Howarth. Routledge 2001 \$135.00 Cloth 0415188253.

Salisbury, Joyce E. *Encyclopedia of Women in the Ancient World*. ABC-Clio 2001 \$85.00 Cloth 1576070921.

Spalding, Mark D. *World Atlas of Coral Reefs*. Univ of California Press 2001 \$55.00 Cloth 0520232550.

Jackson, Cynthia L. *African American Education: A Reference Handbook*. ABC-Clio 2001 \$45.00 Cloth 157607269x.

Hutchings, Graham. *Modern China: A Guide to a Century of Change*. Harvard Univ Press 2001 \$35.00 Cloth 0674006585.

Sacks, Arlene. *Special Education: A Reference Handbook*. ABC-Clio 2001 \$45.00 Cloth 1576072746.

Sears, Jean L. *Using Government Information Sources: Electronic and Print*. Oryx 2001 \$125.00 Cloth 1573562882.

New Oxford American Dictionary; Ed. by Elizabeth J. Jewell. Oxford Univ Press 2001 \$50.00 Cloth 019511227x.

Brunvand, Jan Harold. *Encyclopedia of Urban Legends*. ABC-Clio 2001 \$85.00 Cloth 157607076x.

Brodo, Irwin M. *Lichens of North America*. Yale Univ Press 2001 \$69.95 Cloth 0300082495.

Historic U.S. Court Cases: An Encyclopedia; Ed. by John W. Johnson. Routledge 2001 \$195.00 Cloth 0415930197.

Holmes, Richard (Ed.) *Oxford Companion to Military History*. Oxford Univ Press 2001 \$60.00 Cloth 0198662092.

Boone, David R. (Ed.) *Bergey's Manual of Systematic Bacteriology; v. 1: The Archaea and The Deeply Branching Phototrophic Bacteria*. Springer-Verlag 2001 \$99.00 Cloth 0387987711.

Companion to Southern Literature: Themes, Genres, Places, People, Movements, and Motifs; Ed. by Joseph M. Flora. Louisiana State Univ Pr 2002 \$69.95 Cloth 0807126926.

Berinstein, Paula. *Alternative Energy: Facts, Statistics, and Issues*. Oryx 2000 \$69.95 Paper 1573562483.

Encyclopedia of Criminology and Deviant Behavior; Ed. by Clifton D. Bryant. Brunner-Routledge 2001 \$520.00 Cloth 1560327723.

Hombs, Mary Ellen. *American Homelessness: A Reference Handbook*. ABC-Clio 2001 \$45.00 Cloth 1576072479.

Encyclopedia of Global Change: Environmental Change and Human Society; Ed. by Andrew S. Goudie. Oxford Univ Press 2002 \$275.00 Cloth 0195108256.

Oxford Guide to People & Places of the Bible; Ed. by Bruce M. Metzger. Oxford Univ Press 2001 \$35.00 Cloth 0195146417.

Gilbert, Geoffrey, 1948-. *World Population: A Reference Handbook*. ABC-Clio 2001 \$45.00 Cloth 1576072290.

Perdue, Theda, 1949-. *Columbia Guide to American Indians of the Southeast*. Columbia Univ Press 2001 \$45.00 Cloth 0231115709.

Handbook of Aging and The Social Sciences; Ed. by Robert H. Binstock. Academic 2001 \$59.95 Paper 0120991942.

Stewart, Chuck, 1951-. *Homosexuality and The Law: A Dictionary*. ABC-Clio 2001 \$55.00 Cloth 1576072673.

Native American Women: A Biographical Dictionary; Ed. by Gretchen M. Bataille. Routledge 2001 \$85.00 Cloth 0415930200.

Datapiaedia of the United States; 1790-2005: America Year By Year; Ed. by George Thomas Kurian. Bernan Press 2001 \$125.00 Cloth 089059256x.

Unger, Harlow G., 1931-. *Encyclopedia of American Education*. Facts On File 2001 \$225.00 Cloth 0816043442.

Hinchey, Patricia H., 1951-. *Student*

Rights: A Reference Handbook. ABC-Clio 2001 \$45.00 Cloth 1576072665.

Stebbins, Leslie. *Work and Family in America: A Reference Handbook*. ABC-Clio 2001 \$45.00 Cloth 157607224x.

Clements, Frank A., 1942-. *Historical Dictionary of Arab and Islamic Organizations*. Scarecrow 2001 \$59.50 Cloth 0810839776.

Bettelheim, Adriel. *Aging in America A to Z*. Congressional Quarterly 2001 \$58.00 Cloth 156802584x.

Encyclopedia of Fundamentalism; Ed. by Brenda E. Brasher. Routledge 2001 \$125.00 Cloth 0415922445.

Ostrom, Hans A. *Langston Hughes Encyclopedia*. Greenwood 2002 \$99.95 Cloth 0313303924.

Janesick, Valerie J. *Assessment Debate: A Reference Handbook*. ABC-Clio 2001 \$45.00 Cloth 1576072797.


Lide, David R. (Ed.) *CRC Handbook of Chemistry and Physics: A Ready-Reference Book of Chemical and Physical Data*. Crc Press 2001 \$129.95 Cloth 0849304822.

Schneider, Kirk J. (Ed.) *Handbook of Humanistic Psychology: Leading Edges in Theory, Research, and Practice*. Sage Publications 2001 \$134.95 Cloth 0761921214.

Encyclopedia of Postcolonial Studies; Ed. by John C. Hawley. Greenwood 2001 \$99.95 Cloth 0313311927.

Turkington, Carol. *Encyclopedia of Memory and Memory Disorders*. Facts On File 2001 \$65.00 Cloth 0816041415.

Sibley, David, 1961-. *Sibley Guide to Bird Life & Behavior*. Alfred A. Knopf 2001 \$45.00 Cloth 0679451234.

Cullinan, Bernice E. (Ed.) *Continuum Encyclopedia of Children's Literature*. Continuum 2001 \$150.00 Cloth 0826412718. 

Talk of the Trade

by **Barry Fast** (Deltabooks, 186 Cross St., City Island, NY 10464; Phone: 718-885-9563) <arry0112@aol.com>

The Book Trade is not as glitzy as The Industry (Hollywood), but there is more than enough gossip to share. Here's the latest book world buzz, some serious, some frivolous, all true.

But They Still Won't Sell Wheaties

Borders, the second largest retail bookstore chain, will overhaul the way it selects and merchandises books. **Gregory Josefowicz**, the Chairman and CEO of **Borders**, says his stores will adopt "category management" to buy and promote books. First pioneered in the grocery business (**Josefowicz** rose from bagger to president over 22 years at **Albertson's**), category man-

agement relies upon manufacturers and distributors to stock shelves and determine placement. **Borders** will modify category management by choosing publishers to co-manage 250 different book categories. These co-managers will determine which titles will be bought, and how they will be arranged and displayed in the stores. **Borders** will have the final say, but will rely on these publishers, based on their expertise in each category. According to the *Wall Street Journal*, three examples have already been set up: **HarperCollins** will co-manage the Cooking and Romance categories, and **Random House** will co-manage the Young Readers

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