Publisher Bestsellers-University Press of Colorado

Julia A. Gammon
University of Akron, jgammon@uakron.edu

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
DOI: https://doi.org/10.7771/2380-176X.3915

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Otherside of the Street
from page 48

The PEEK (Patron Eternal Enlightenment Klient) Strain—An extremely virulent strain that keeps mutating every twelve hours, the strain was initially spread through keyboard contact, but now is transmitted through touch pads, touch-tone phones and touchy situations. The virus spreads to the user's neural pleasure center and produces a massive release of endorphins when the user enters a library. In this state the user listens to reference librarian's advice, returns stolen items and never rips pages out of journals or books. The PEEK virus has over 100 known sub-species, one of which has been used to treat the pain associated with Carpal Tunnel Syndrome.

The SEEK (Storage Epidemic Eradication Kindersicherheit) Strain—A remarkable German strain developed in conjunction with Daimler-Benz, this typhus-like virus invades the cybercell crystalline structure of motherboards in non-Unix based computer platforms and continuously shrinks internal components until they are barely noticeable. The strain has no effect on data or performance, which accounts for the fact that users notice no decline in access speed. The one drawback that the virus creates is that users are unable to upgrade their machines because of the lack of miniaturized components. Ingenious librarians have begun practicing the taking of cored infected machines and inserting books and journals onto the motherboard in order to shrink them to storable sizes.

Unfortunately work on VEEK (Virtual Enhancement and Enlargement Kneipe) has run into several setbacks and the expected release date is unknown.

The WEEK (Worldwide End to Existing Kampf) Strain—Aimed at combating the problem—It's not mein Kampf, it's your Kampf—this highly volatile strain was released to unsuspecting visitors and vendors at the 1998 Frankfurt Book Fair. The virus itself was embedded in a file on the official Book Fair CD-ROM that contained all the names and addresses of attendees and exhibitors and was distributed “free of charge” at the Fair. The strain is multi-lingual in design appearing as a benign warning box on users' screens indicating that hard disk space is growing scarce. Mostly a nuisance at this point in time, the virus strips out the words "It's", "Not", "My", and "Job" from all word processing documents. Rumor has it that the virus will mutate at the start of the new millennium and anything in computer memory on 1/1/2000 will be lost. Nicknamed the "Fresh Start" virus, its evolution is intended to create select amnesia in the user base that attends the Frankfurt Book Fair and create new cooperation among publishers, vendors, bookbuyers, and librarians.

WARNING: All viruses carry no copyright notices, no authorship information, disappear on contact and are fully recyclable. However, they are fun and are intended to stir up the debate about pricing, ownership, usage and information access. Suggestions for further strains can be sent to your local virus maker or call 1-800-SEE-VIRUS for further information.

Publisher
Bestsellers
University Press
of Colorado

Column Editor: Julia A. Gammon (Head Acquisitions Dept, University of Akron & Marketing Manager, University of Akron Press) <jgammon@uaakron.edu>

Located in Boulder, the University Press of Colorado is an affiliated member of the Association of American University Presses. They have a strong editorial program in physical sciences, natural history, ecology, Western history, regional titles, and one journal: Proceedings of the Western Society for French History. With 260 titles currently in print, and a yearly production of approximately 32 books, the staff of this small press must be busy folks.

Darrin Pratt, Marketing Manager, provides this list. In descending order, we have the all-time bestsellers from the University Press of Colorado, plus a best kept secret title too. What are you missing from your collection? Don't forget to check out the best-kept secret title, too.

University Press of Colorado
All-Time Bestsellers


“A superb combination of text and photos that makes vivid and personal the history of Colorado. This book should be in every home and library in Colorado.” Colorado Libraries.

“An evocative story in photographs as well as an energetic mini-history of the centennial state, both wrapped together neatly in one volume. Altogether an enjoyable book.” Western Historical Quarterly.

“Photos worth their weight in gold ... a valuable addition to any western history collection.” Rocky Mountain News.

“An outstanding study that combines a fast-paced, highly interpretive narrative and a remarkable collection of photographs that captures scenes seldom seen in print.” Journal of the West.


“All those who have even the slightest interest in the history of the American West know that Sam Arnold is the authority on food and drink of the trans-Mississippi West during our frontier period.” Journal of the West.

“The history of the Old West doesn't come any more edible.” Cookbook.

“A fascinating account of frontier life that celebrates cultural diversity.” The Bloomsbury Review.

“A lively culinary history and an informal social history that gives an authentic flavor of the West during the mid-1900s.” Wilson Library Bulletin.


“Told with conviction and love.” Kirkus.

“The plot is filled with threats and late-night skulking, against a background of windswept plains and eerie mountain thunderstorms. ... Like the best novelists, Coel teaches her readers something—in this case, the Plains Indians. But she doesn’t go overboard. After all, this is not a history lesson but a mystery, and a fine one.” Denver Post.


Bluefeather Fellini. Max Evans. 0-87081-307-2, cloth $22.50, 1993. Subject: continued on page 52

<http://www.against-the-grain.com>
**Publisher Bestsellers from page 50**

**Fiction**

"A raucous, rollicking tale of a battle, the wild as a grizzly, come as a
braving burro yet penetrating and profound in ways that belies the
folksy, salt-of-the-earth style of Evans’ prose. ... as grand and eloquent in its
craftsmanship as the wide-open Western locales where most of the novel
takes place. ... a groundbreaking novel destined to become a classic ... it’s
essential reading for anyone enthralled by the American West, whether
drawn by the stark beauty of the land or the rugged spirit of the
army, independent cusses who give this region its gritty character.” *New Mexico
Magazine*

"A work of peculiar power, highly recommended for discerning readers
seeking something at once traditional and different.” *Library Journal*

"A highly engaging epic.” *Publishers Weekly*

**Mesoamerica’s Ancient Cities.** William M. Ferguson. 0-87081-
173-8, cloth $49.95, 1996. Subject: Archaeology & Anthropology

"The photos selections of architecture and site plans give a superb
cross-section of each ruin—almost as good as being there. This book
has a broad appeal that should attract general and specialist readers
alike.” *Library Journal*

"The aerial and ground-level black-and-white and color photographs
blend with the text to provide a compelling tour.” *Booklist*

"An armchair travelogue through Mesoamerican prehistory.” *American
Anthropologist*

**Mictzteuta’s Mexico: Visions of the Aztec World.** David Carrasco
& Eduardo Matos Mictzteuta. 0-87081-263-7, cloth $49.95, 1992.
Subject: Archaeology & Anthropology

"[Mictzteuta’s Mexico] is a beautiful and useful contribution to the
literature. It is a welcome addition to the library of virtually anyone
interested in ancient indigenous America.” *The Bloomsbury Review*

"A must-have for libraries with strong reader interest in Mexican culture, this is a
good addition to general collections, too.” *Booklist*

"Beautifully produced and very readable, [Mictzteuta’s Mexico] belongs in every large
public and academic library.” *Library Journal*

**Bluefeather Fellini in the Sacred Realm.** Max Evans. 0-87081-345-5, cloth $22.50,
1994. Subject: Fiction

"An erotic and entertaining romp through the various cultures that make up the
American Southwest ... will hold the reader’s attention
until the raucous conclusion." *Kirkus*

"Spiked with wicked metaphors and salty humor, Evans’s entertaining allegory of good,
evil and human choice captures the tang and
yawn of the genuine American West.” *Publishers Weekly*

"Humor, mysticism, colorful characters, and the enchanting terrain of New Mexico
combine to produce a wonderful tale that
everseals the reader, making one want to be part
of Bluefeather’s family.” *Library Journal*

**Fire in the Hole.** Sybil Downing. 0-87081-

The award-winning *Fire in the Hole* is the
tale of a young widowed lawyer swept up in
the violence of the famous Colorado coal strike
of 1913-1914 known to history as the Ludlow
Massacre.

"Western women have come of age, and

Boulder author Sybil Downing is in the forefront with *Fire in the Hole.*”
*Denver Post*

**American Women in World War I: They Also Served.** Lettie Gavin.
0-87081-432-x, cloth $29.95, 1997. Subject: History

"Through the use of diaries and memoirs, as well as official records
and institutional accounts, Gavin permits the women themselves to de-
scribe their experiences. ... a good chronicle of women’s participation in
the war effort.” *Choice*

"[A] fine and valuable overview of the types of work carried on by
women volunteers in 1917-19, supplemented by a wonderful collection
of pictures, some hilarious, of women in the uniforms designed for
them.” *The Washington Times*

"Lettie Gavin has written a most readable narrative ... of great value
in understanding the motivations and actual experiences of women, ... Lettie
Gavin’s strength is in her storytelling.” *The Journal of American History*

---

**University Press of Colorado**

**Best Kept Secret**

**River Odyssey: A Story of the Colorado Plateau.** Gerald N.
Callahan. 0-87081-469-9, cloth $24.95, 1998. Subject: Nature Writing,
Colorado

"What a breath of fresh air. Gerald N. Callahan is a scientist ...
who knows how to write for you and me, the average reader, the nonsci-
entific community. As such, Callahan is a Carl Sagan, an Isaac Asimov
for our time.” *Albuquerque Journal*

"... told with a distinctive and effective vividness and lyricism ...
River Odyssey ... [is] refreshingly odd ... ‘outdoor writing’ for those of
us who love the West and who go into the backcountry for subtle, philo-
sophical, personal and aesthetic reasons, and who aren’t finding writ-
ning that is speaking to us in the mainstream ‘outdoor writing’ market.
... It shows[s] why we need to keep alive the small and university
presses, like the one that put out River Odyssey.” *The Denver Post*

---

**Bestsellers in Chemical Technology (Subclass TP) 1998/99**

by Françoise Crowell (Bibliographer, YBP)
<fcrowell@ybp.com>

Column Editor: Bob Nardini (Regional Vice
President, Collection Management Services, YBP; ph.: 800-258-
3774x3251; fax: 603-746-5628) <nardini@ybp.com>

For a scheme designed to bring like subjects together on library shelves, the Li-
brary of Congress system makes a lot of strange matches. Some of the oddest
may be found in LC’s subclass TP Chemical Technology, once mainly the province
of chemical engineers. The chemical engineers are still there, but on YBP’s list of
the fifty best-selling titles in TP for the past twelve months, books such as Prentice Hall’s
Elements of Chemical Reaction Engineering tend to cluster toward the bottom. The subclass,
and perhaps the profession too, has been captured by biotechnology, certainly one of the
hottest of today’s technology fields.

Jeremy Rifkin’s *Biotech Century, published by Tarcher,* is a study of the topic for general
readers and is YBP’s top-selling title in the subclass, with 98 copies sold to date. Biotechnol-
y is well-represented throughout the list, sharing space with topics as diverse as food sci-
ence, brickmaking, environmental chemistry, wine-making and other beverage technology,
and even perfumery, which captured slot number fifty on our list with the National Geo-
graphic Society’s *Perfume: The Art and Science of Scent.*

continued on page 54

<http://www.against-the-grain.com>