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Best Sellers -- Publishing and Library Science

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year. How do the conference directors do it? All the big digital resource issues were treated in a variety of approaches, from **Dspace** and **Digital Archives** to the updated eternal question of how to price electronic journals.

I found it interesting to note that while the Conference Title was "*Two faces Have I: One for Books and One for Bytes*," it was clear to me that the bytes really overshadowed the books in terms of amount of programming and, at least to me, the apparent interest of conference attendees. However, saying that, I have to note that in both programs I participated in, books and interest in them were strong. There were really numerous good programs on print acquisitions, from gift books to vendor status reports on books, a subject always of interest to me.

All of us on the "Weakest Link Two Panel," and the vendors in particular, made note of the fact that a goodly number of people indicated budgets were up and book buying was strong. Still tooting my own horn somewhat, the second panel on which I participated "Is Bigger Better?" led by **Alison Roth** of **Swets/Blackwell**, also dealt with vendor/library issues, and especially those vendors still firmly entrenched in the world of print. We on the panel, which also included **Elizabeth Oktay** of **Vassar** and **Bill Kane** of **Alibris**, expected, frankly a very light turnout for a session scheduled from 5:10 to 6:00 on Thursday before the Conference Social. We thought we might sit around and have a convivial program/chit chat with the half dozen or so who would show up, and perhaps serve wine. This scenario was not to be, since we had a standing room only crowd of around 70. All conference segments were represented but numerous vendors themselves were on hand to hear more about themselves, and to actively participate in the discussion that ensued. Although no firm idea of the optimum size for a vendor emerged, it seemed clear in the end that any size that did the job well, and did it with enthusiasm, creativity and expertise was ideal.

The programs on what I would term vendor and publisher-centric issues, namely the panel "Vendor Marketing Tactics" on Thursday in which a candid **Matt Nauman** of **Blackwell's Book Services** had especially interesting points to make, and the clever "A Glimpse inside the Publisher's Office" with **Barbara Meyers** and **Eric Newman**, among others, were especially illuminating and exactly the sort of thing I like. Learning new things I don't know about these worlds of publishing and bookselling that affect libraries is a benefit to me and our library. These are the sorts of people and perspectives I find especially useful and don't seem to find much anywhere but in Charleston.

The second general category of discussion that I found fascinating, and **Joanne** did as well — here worlds did collide, or rather converged — were the sessions dealing with usage statistics for digital resources. We both thought this

programming was truly excellent and the number of different presentations produced something like a catalytic effect. The knowledge and experience of those who spoke on the topic, **Ann Okerson** of **Yale**, **Tony Ferguson** of **The University of Hong Kong**, **Chuck Hamaker** of **University of North Carolina Charlotte**, as well as **Peter Shepherd** of the publisher initiative **COUNTER**, produced very different but intersecting presentations that all together amounted to a solid mini-course on the subject. Since returning from the **Charleston Conference**, this is one program which has influenced our perspectives on what we should be doing at our library.

Networking with vendors, publishers and fellow librarians is always one of my chief and most valuable activities at Charleston. The conference always manages to draw many new people as well as the "lifers" of which I am one, so to speak. Making contact and exchanging opinions and ideas with interesting and knowledgeable people new to me from places as widely dispersed as Connecticut and South Africa was a highlight this year. Specifically, I enjoyed meeting **Charles Marlor** of **Central Connecticut State University** and **Digby Sales** of **The University of Cape Town**. A new-to-me European vendor present at Charleston this year was **Michael Galda** of **Galda Library Services**, Berlin.

Charleston also presents opportunities to meet new managers and representatives of com-

panies with whom one does business in a convenient and convivial location. Often representatives have changed jobs and companies during the past year in a vendor equivalent of musical chairs and it is useful to sort out the names and new affiliations face to face. There were a number of these this year. I'll name the ones I know — **Alison Roth**, from **Franklin Books** to **Swets/Blackwell**, **Bob Schatz** from **Everett's** to **Franklin Books** and **Sherry Sullivan** from **Swets/Blackwell** to **H.W. Wilson Co.**

Willem-Jan Hooijmans, Sales Manager of **Nedbook International**, Amsterdam, was a new and welcome addition to Charleston this year. He is not new to the vendor world however, having previously been an extremely capable account executive at **Swets** in Lisse and in Exton, PA.

Joanne and Arlene: There were a lot of other programs, people, events and experiences at Charleston we enjoyed and benefited from, too many to mention. I, **Arlene**, really enjoyed **Steve Johnson's** beer selections at the **Gibbes Museum Conference Social** as usual, as well as **Jack Montgomery** and his group's marvelous music. (I won a copy of his CD — *Onward to Avalon!*) Our final word on this subject is the observation that few library conferences and programs other than Charleston appeal to such a diverse audience as ourselves. It is our strong intention to return repeatedly, and to recommend the conference to our friends and colleagues.

Best Sellers — Publishing and Library Science

by **Françoise Crowell** (Manager, Collection Development, International Sales Division, YBP Library Services, 999 Maple Street, Contoocook, NH 03229; Phone: 800-258-3774 x.3270; Fax: 603-746-5628) [<fcrowell@ybp.com>](mailto:fcrowell@ybp.com)

What do librarians buy on their nearest and dearest topic: libraries? The list below shows YBP's bestsellers on libraries and publishing for the year 2002. The subjects are as varied as our own jobs. No one topic dominates the field; no one publisher takes the leading role, though the predictable Scarecrow and American Library Association lead in top sellers. Copyright, Censorship, Metadata, Information Retrieval. Hope this list gets you through your work day.

Action Plan For Outcomes Assessment In Your Library. Hernon, Peter. Amer Library Association 2002 \$49.00 Paper 191 P. 0838908136.

Author's Due: Printing and The Prehistory of Copyright. Loewenstein, Joseph, 1952-.

Univ of Chicago Press 2002 \$45.00 Cloth 349 P. 0226490408.

Banned In The U.S.A.: A Reference Guide To Book Censorship In Schools and Public Libraries. Foerster, Herbert N. Greenwood 2002 \$54.95 Cloth 296 P. 0313311668.

Cataloging Nonprint and Internet Resources: A How-To-Do-It Manual for Librarians. Weber, Mary Beth. Neal-Schuman 2002 \$59.95 Paper 379 P. 1555704352.

Cataloging The Web: Metadata, AACR, and MARC 21; Ed. By Wayne Jones. Scarecrow 2002 \$39.50 Paper 199 P. 0810841436.

Censorship of Historical Thought: A World Guide, 1945-2000. Baets, Antoon De, 1955-. Greenwood 2002 \$109.9 Cloth 694 P. 0313311935.

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Censorship: A World Encyclopedia; Ed. By Derek Jones. Fitzroy Dearborn Pubs 2001 \$450.0 Cloth 2891 P. 1579581358.

Codes and Ciphers: Julius Caesar, The Enigma and The Internet. Churchhouse, R.F. Cambridge Univ Press 2002 \$55.00 Cloth 240 P. 052181054x.

Copyrights and Copywrongs: The Rise of Intellectual Property and How It Threatens Creativity. Vaidhyanathan, Siva. New York Univ Press 2001 \$27.95 Cloth 243 P. 0814788068.

Creativity, Incentive and Reward: An Economic Analysis of Copyright and Culture In The Information Age. Towse, Ruth, 1943-. Edward Elgar 2001 \$80.00 Cloth 192 P. 1840642548.

Digital Preservation and Metadata: History, Theory, Practice. Lazinger, Susan S. Libraries Unlimited 2001 \$55.00 Paper 359 P. 1563087774.

Ethics and Librarianship. Hauptman, Robert. McFarland 2002 \$35.00 Paper 151 P. 0786413069.

Five Hundred Years of Book Design. Bartram, Alan. Yale Univ Press 2001 \$35.00 Cloth 192 P. 0300090587.

Guide To Library User Needs Assessment For Integrated Information Resource Manage-

ment and Collection Development; Ed. By Dora Biblarz. Scarecrow 2001 \$17.50 Paper 70 P. 0810841312.

Gutenberg: How One Man Remade The World With Words. Man, John. John Wiley 2002 \$24.95 Cloth 312 P. 0471218235.

Information Retrieval: Scifinder and Scifinder Scholar. Ridley, Damon D. John Wiley 2002 \$95.00 Cloth 235 P. 0470843500.

Instant Web Forms and Surveys For Academic Libraries. Junion-Metz, Gail, 1947-. Neal-Schuman 2001 \$75.00 Paper 267 P. 1555704123.

Intellectual Freedom Manual. Office for Intellectual Freedom of the ALA. Amer Library Association 2002 \$45.00 Paper 434 P. 0838935192.

Leadership and Learning: Helping Libraries and Librarians Reach Their Potential. Pugh, Lyndon. Scarecrow 2001 \$35.00 Cloth 239 P. 0810841460.

Libraries, The Internet, and Scholarship: Tools and Trends Converging; Ed. By Charles F. Marcel Dekker 2002 \$99.75 Cloth 217 P. 0824707729.

Library Meeting Survival Manual. Soete, George J. Tulane Street Pubs 2000 \$29.95 Paper 144 P. 0970138407.

Looking For Information: A Survey of Research On Information Seeking, Needs, and Behavior. Case, Donald O. Academic 2002 \$89.95 Cloth 350 P. 012150381x.

Managing Electronic Reserves; Ed. By Jeff Rosedale. Amer Library Association 2002 \$42.00 Paper 196 P. 0838908128.

Nature of "A Work": Implications for the Organization of Knowledge. Smiraglia, Richard. Scarecrow 2001 \$49.50 Cloth 182 P. 0810840375.

Ounce of Prevention: Integrated Disaster Planning for Archives, Libraries, and Record Centers. Wellheiser, Johanna G. Scarecrow 2002 \$30.00 Paper 283 P. 0810841762.

Patience & Fortitude: A Roving Chronicle of Book People, Book Places, and Book Culture. Basbanes, Nicholas A. HarperCollins 2001 \$35.00 Cloth 636 P. 0060196955.

Providing Library Services for Distance Education Students: A How-To-Do-It Manual. Goodson, Carol F. Neal-Schuman 2001 \$59.95 Paper 227 P. 1555704093.

Role and Impact of The Internet On Library and Information Services; Ed. By Lewis-Guodo Liu. Greenwood 2001 \$67.95 Cloth 334 P. 0313309205.

Usability Testing for Library Websites: A Hands-On Guide. Norlin, Elaina. Amer Library Association 2002 \$32.00 Paper 69 P. 0838935117.

Vandals In The Stacks?: A Response To Nicholson Baker's Assault on Libraries. Cox, Richard J. Greenwood 2002 \$64.95 Cloth 219 P. 0313323445.

Book Pricing Update

Trends in Book Pricing by Subject Area — June 30, 2002

by **Tom Loughran** (Manager Approval Systems, Blackwell's Book Services, 6024 SW Jean Road, Bldg. G, Lake Oswego, OR 97035; Phone: 877-270-4338) <Tom.Loughran@Blackwell.com>

Each year, **Blackwell's** reports on pricing trends in academic monograph publishing. We derive this data from the books that were treated on our academic Approval Program during the previous year. In the year ending last June, we treated 40,444 academic monograph titles with an average list price of \$60.49. Excluding 1,742 reprints, the average list price of the 38,815 remaining new titles was \$61.79. This represents a 1% price increase in the average price of an approval book from the previous year.

Trends in Pricing in the Humanities

Within the universe of approval books, 13,329 **Humanities and Fine Arts** books increased 2% in price, from \$46.27 to \$46.99. **Art** books rose just 1% (the same as the overall rate) from an average price of \$50.92 to \$51.37. Books on **Architecture** increased 3%, from \$52.86 to \$54.48, and **Performing Arts** books, including **Music**, increased 6%, from \$46.95 to \$49.63. **Humanities** titles (excluding the **Fine and Performing Arts**) rose in sync with the price of an average approval title — again, just 1%. But within **Humanities** there were also

some significant decreases: the price of an average **History** title fell 4%, from \$50.61 to \$48.35 and **Folklore and Mythology** books fell 11%, from \$45.12 to \$39.98. The price of the average **Literary text** fell 1%, from \$25.73 to \$25.39, but the price of a volume of **Literary Criticism** rose 4%, from \$53.58 to \$55.88. Offsetting the fall in **History** and **Literature**, **Religion** titles rose 4%, from \$48.73 to \$50.52 and **Philosophy** titles rose 7%, from \$59.56 to \$63.58.

Trends in Pricing in the Social Sciences

The average price of 13,055 books in the **Social Sciences** (including **Law**) rose 2%, from \$56.05 to \$57.17. Again, within the broader category there were significant variations: **Law** and **Sociology** titles both rose 7% — from \$80.14 to \$86.04 for **Law** and from \$54.31 to \$57.96 for **Sociology**. Books in **Environmental Studies** rose 6%, from \$60.03 to \$63.84, as did books in **Military Science**, from \$46.53 to \$49.33. **International Relations** titles were up 10%, from \$52.31 to \$57.70. And **Sports and Recreation** titles were up 12%, from \$34.14 to \$38.27. **Psychology** titles rose 4%, from \$58.48 to \$60.92. Finally, **Anthropology** titles were

up a stunning 13%, from \$55.46 to \$62.40. Disciplines within the **Social Sciences** experiencing declines included **Political Science** (down 2%, from \$54.27 to \$53.12), and **Business Administration**, also down 2% (from \$56.13 to \$54.97). **Education** titles were down 4%, from \$50.61 to \$48.51, **Library and Information Science** titles fell 7%, from \$58.56 to \$54.27 and **Management** titles declined 9%, from \$59.68 to \$54.55.

Trends in Pricing in the Sciences & Technology

Even though the rate of monographic price increases has been modest over the past several years, this year we actually saw a decline of -1% in the price of books in the **Sciences and Technology**. Most purchasers of books in these subject areas know that they tend to be among the highest priced, and I am sure that any relief in pricing pressure on library budgets will be welcomed. The average price of a book in the **Sciences and Technology** went from \$83.56 to \$82.82. At the bargain end of **Sci-Tech** books, **Nursing** titles rose 1%, from \$43.99 to \$44.29. **Biology** and **Zoology** titles rose 2%, from

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