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Issues in Vendor/Library Relations -- Decisions, Decisions

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Talk of the Trade
from page 94
figures, explaining how difficult it is for publishers to prosper and
grow these days without the fis-
cal discipline that all successful businesses must exercise. Meanwhile,
in a few days, Klimenz’s mournful wishful thinking, Godof
was offered her own imprint at Penguin, where, I’m sure, she will be
required to achieve her profit goals.

NEW YORKER EDITOR, DESPITE BIG NOSE
ACCUSATION, PURSUES OLD WHITE MEN
In an earlier column I discussed the appointment of Deborah
Treisman to the influential position of fiction editor at the New Yorker
magazine. Noting that the number of female authors had declined dur-
ting the tenure of her predecessor, Treisman recently said that she is try-
ing hard to achieve a 50/50 gender record, but eight out of ten submis-
sions, whether from established authors or neophytes, are from men.

The appointment of Treisman has generated much envy among the
local literati, and she says, amusingly, that she stopped reading email gossip about her when someone admitted she was “very jealous” of Treisman and accused her of having “a big nose.” She went on to describe the publicity surrounding her appointment, which
seemed to indicate that “I was only going to publish, like, young Viet-
namese women.” However, she wants to continue to reassure “older
white men... It’s alright, you still have a place.” And the envious big-
ose-accuser added her comment, stating that “Treisman doesn’t re-
ally (have a big nose), I’m clutching at straws here.” Ah, the gentle
world of true literary publishing for art’s sake.

LOVE STORY
Among the five finalists for Britain’s prestigious Whitbread Prize
were a 69 year old husband and wife. Claire Tomalin was honored for
her excellent biography (which I’ve read and thoroughly enjoyed) Samuel
Pepys: The Unequalled Life. Her husband, Michael Frayn, (the play-
wright famed for Noises Off and Copenhagen) fell asleep during this
drama about Nazi nuclear bomb intrigue) was honored for his World War
II espionage novel, Spies. This is the first time in the 33 year history of
the Whitbread that a married couple has competed for the prize. As
the award was announced at a black tie dinner in London, Mr. Frayn
gallantly rose and kissed his wife as her name was added to the pantheon
of past winners. Ms. Tomalin thanked the committee and said, “I spent
most of the evening praying I would not win so I would not have to get up
here and say anything.” Later, her husband told the press that his wife’s
triumph over him gave him an opportunity to “feel rather noble. It gives
me a tremendous moral advantage...” Every time they argued he would have
the opportunity to say, “But darling, I behaved so well over the
Whitbread.”

ANOTHER GUN NUT EXPOSED
Readers of this column will remember I have written twice about the
since-resigned Emory University professor who apparently faked his
research “proving” that America’s early settlers rarely owned guns. Now
a pro-gun “scholar,” working for the American Enterprise Institute
(sometimes referred to as a right wing think tank) has been caught in a
triple whammy of fakery and suspicion. John R Lott, Jr. has been posi-
ing as Mary Rosh, writing favourable reviews of his book More Guns,
Less Crime on various internet book review sites. Dear sweet “Mary”
has deflected the research in the book, including the assertion that merely
brandishing a weapons has prevented crimes in 97% of reported incidents
where the potential victim owned a gun. Amazon posted a glowing re-
view signed by maryrose, who turned out to be Lott’s 13 year old son.
So not only has Lott faked reviews on his own, and with the help of his
family, it turns out no one can discover where Lott got his 97% foiled
robbery figure. Lott can’t help locate the sources for this assertion,
either, claiming a bookshelf fell on his computer, destroying the research
trail on his hard drive. Another guy named Lott getting himself in trouble.

IF YOU WORK IN THE BOOK BUSINESS
AND ARE HAPPY, YOU’RE WRONG
Writing his weekly business column in New York Magazine, Michael
Wolff recently asked, “Why, for God’s sake, would anyone want to work
in the book business?” He went on to contend that publishing and other
bookish pursuits are a “liberating, feminist redoubt, but in some kind of
retrograde inversion, the economic model requires that women mostly
do the job because they have husbands who support them...” Continuing, “Virtually any other business, save for the more bureaucratic
and regimented, has more day to day comforts, more joie de vivre
and personality than book publishing.” Wolff acknowledges that he
has many friends in the business, who “against all evidence don’t
agree with me,” but “this isn’t where a kid with heart and imagination
is going to end up. Rather, the book business is logically getting a
dimmer bulb.” One has to wonder how many friends in publishing he
has left after this column.

Issues in Vendor/Library Relations—
Decisions, Decisions

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The classic vendor gripe about libraries is that they take too long to make decisions. Why, vendors ask, must it take weeks, months, years
to move on anything? Is there a library in the world, they wonder, without a host of commitees
and sub-committees, councils, circles, groups, task forces, teams, and who knows what else
to study and usually stymie any proposal put to them, small or large? Not in my territory
there isn’t, every vendor rep has sometimes muttered. Why can’t libraries make decisions
like we do?

Of course, this griping is highly selective, always focused on un-made vendor decisions
where the rep’s company has something to gain. And on made decisions going the wrong way.
Clear opportunity, these instances, to cite flawed
process. When they gain or hold business, on
the other hand, reps are always forgiving on pro-
cess, no matter how long a library took to de-
cide. Likewise, quick library decisions that went
badly are immediately forgotten. It’s the hang-
ers, instead, that haunt the minds of reps.

Librarians might forgive reps their impi-
ance here, because a long-hanging decision is
a truly painful experience. For those old enough
to remember a past era in social behavior, it’s
not unlike asking for a date... and then wait-
ing, and waiting some more, and then longer
again, for the word yes or no and maybe a little reciprocol interest from someone who held ev-
ery card. “I’m not sure I’ll be here that day.”
“My cousin might be visiting.” You know how
it was. “The task force just scheduled its first
meeting,” feels about the

Naturally, it’s none of a rep’s business how
long a library takes to make a decision. The
task force has every right to hold whatever meet-
ings it wants, whenever it wants, for as long as it
wants. Anyone who needs to get an A on every
test should find another line of work than selling to libraries. In this course they give out
only two grades—A and F. Strictly pass-fail.
Ever a very good library sales rep, used to
straight As on the other report cards of life, will
see some Fs on this one, and even harder to bear,
some incompletes.

Reps always believe that a library’s decision
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ought to be easy. “They should choose me. Why wouldn’t they?” is the way it looks to any rep worth anything. Despite whatever degree of corporate effort went into an offer, a proposal, or a presentation, the rep’s name is the one attached to it. When a rep asks for business, the moment may well have been preceded by a cycle of personal relationship-building, emails and calls, lunches, dinners, gossip, and a good deal of the time, walk in like you own the place. It’s the SAT’s, Game 7, sudden death overtime, audition for the play, bottom of the ninth, driver’s test, job interview, Final Jeopardy, Academy Awards, Christmas Eve, Election Night, all at once.

Then it’s over. And why can’t they make up their minds?

Reps forget that the decision they have their eye on isn’t the only one on the table at the library. Even if the committee hasn’t met yet, the members possibly have, but convened as some other committee. No movement on the RFP for Serials! Maybe that’s because the committees looking after the four vacant positions have their own problems. Or maybe the group working with the architect for a new wing is in a phase of deep study of drawings and models and coffee bar concepts. Then there’s the tenure committee, almost done with reading through its own pile of letters and vitaes and articles and forms. And isn’t it great that the Head of Public Services was just named to the Athletic committee? Gathering a quorum might be the hardest part of the Serials decision.

Or, maybe not. When the committee does meet, the decision before them is probably not as simple as the rep would like to think it is. First of all, even if areas of responsibility within a library are clearly defined, today, when there’s less hierarchy in libraries than ever before, it’s rare to find a decision of any consequence that fits cleanly within those boundaries. Does the Head of Serials lean toward the company with a rep who’s worked well with the library for years? Well, the Head of Public Services isn’t thrilled with that company’s search interface for its e-journals. The Head of Collections has some questions about that company’s discounts and service fees. And don’t forget that the Director worked for years on an ALA committee with that Vice President from the other company.

Other than the carpeting committee, it’s hard to find a decision that doesn’t require a look at some new hardware platform, or file structure, or Web interface, or data transfer method. And then to consider all of the implications that any of those changes would have on several library departments. Not to forget, ask, what will the Systems office say? These questions were easier, in a way, in the early days of our technological age when barely anyone understood any of this. Find someone who did, either on or off staff, and do what they said. Today, now that most staff members have at least some idea of what’s going on, and now that most libraries have developed some genuine in-house expertise, the committee hears everyone. Maybe all the experts agree. Maybe they don’t agree. Either way, bad news here for reps, since it will take time to sift through all the nearby advice.

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

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La Vida Springer by Bruce Strauch (The Citadel)

As American cultural imperialism is eagerly embraced around the world, a Spanish language Jerry Springer appeared in the form of Peru’s Laura Bozzo. A specialist in unmasking adultery and provoking on-camera fist fights, she’s syndicated in nine countries and has a million viewers in the U.S. This fifty-something bottle blonde has got it all: face-lift, tummy-tuck, breast implants and a 27-year old boy toy.

Slavishly worshipful of corrupt President Alberto Fujimore, she used her power to smear his opposition going into the 2000 election. Unfortunately, the other side won. And the new Prez didn’t appreciate the special show on his illegitimate child. Now she’s off the air in Peru and taping her show under cop surveillance while her former political pals have fled or are in prison for running death squads. But her ratings are still up.


TO PIRATE OR NOT TO PIRATE, THAT IS THE QUESTION
by Bruce Strauch (The Citadel)

Peter Givler, executive director of the American Association of University Presses writes a nice article on the value of copyright in which he offers a choice historical tidbit on times of yore. In Shakespeare’s day the performance of a play threw it into the public domain. So the dramatist would keep the script locked up. Thus a traffic grew up of actors selling their memory work and scribbling in the audience jotting down notes. Now Shakespearean scholars go mad trying to figure out which is the authorized Hamlet.


TEMPEST IN THE TEXTBOOKS
by Bruce Strauch (The Citadel)

With all the fifty states slashing spending, the nation’s textbook industry is filled with gloom and doom. Texas, California and Florida account for more than thirty percent of the nation’s $4 billion public school book sales.

See — “Budget woes worry textbook publishers” by Associated Press in The Post & Courier, April 26, 2003, p. 4A.

DATA ON THE BRAIN
by Pamela M. Rose (University at Buffalo)

The huge quantities of data captured by neuroscience researchers have, up until now, been available only to the labs originating the studies. However, recognizing the potential, some neuroscientists have begun to store, organize and share their brain-image data in easily accessible archives. One journal caused a stir 3 years ago by requiring authors of accepted papers to deposit their raw data in the public fMRI Data Center at Dartmouth; however, some authors refuse to publish under those conditions. Peter Fox, for example, is not about to share his raw data, instead creating a repository called BrainMap which summarizes papers using a code to describe each experiment and the brain activations which may inspire authors to collaborate and then share raw data. Another approach at the University of Pennsylvania is creating specialized databases for clinical teams; BRAID (Brain Image Database) recently uncovered an association between injury to a particular brain area and the development of attention deficit disorder.

And in July the Probabilistic Atlas of the Human Brain, a more realistic and flexible map than the previous “average” brain model, will be opened to the public, and possibly will eventually tie into other repositories.


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