February 2003

An Interview at Schoenhof's Foreign Books -- ATG Interviews Judy Townley, Dan Cianfarini, David Leyenson, and Staff

Bob Nardini

YBP Library Services, rnardini@YBP.com

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

Nardini, Bob (2003) "An Interview at Schoenhof's Foreign Books -- ATG Interviews Judy Townley, Dan Cianfarini, David Leyenson, and Staff," *Against the Grain*: Vol. 15: Iss. 1, Article 16.

DOI: <https://doi.org/10.7771/2380-176X.4250>

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.

7) The only person actually working in the summer is the acquisitions librarian . . . either closing or opening a new fiscal year.

8) It's easier to make sales calls in the summer, because you might actually find parking.

9) Don't say anything bad about your competition. It makes it look like you don't have anything to offer other than negatives. Do point out the differences . . . this is where you can generate some business.

10) Don't say bad things about your competition . . . you may be working for them someday.

11) Don't criticize the library's current vendor . . . remember, you're talking to the librarian who selected them.

12) The quickest way to get rid of a salesman is to say "Yes" . . . "No" can come later on the phone.

13) It easily costs your company \$200.00 for one sales call . . . make it count.

14) When you take a group of librarians out to dinner let them know that it is a special event for you too. Mention business early so you can claim your IRS deduction and then get on to discussing common interests in the library world. This is a chance for you to gain valuable insights into current issues.

15) Reading a map while driving becomes a very refined skill.

16) College radio stations (always at the far left of the dial . . . any coincidence?) are the best thing on the radio.

17) No library in America has their restrooms marked so that you can find them at first glance when entering. I hate asking the reference librarian.

18) Were coffeehouses added to libraries especially for us?

19) A quick look in the mirror will save you walking into a meeting with your necktie looped over your lapel.

20) Don't take trips by state, travel by region. Part of Maryland is in West Virginia and part of West Virginia is actually in Pennsylvania. Part of Idaho is in Washington and part of Florida is in Alabama.

21) Check out the library's Website before you visit to see what is new.

22) Always check out the recent additions shelf to see what the library is buying.

23) **Gertrude Stein** said "Nothing should take over an hour" . . . make it true of your sales call.

24) Knowing where to eat is one of the great talents you will develop on the road: Don't miss **Zingerman's Deli** in Ann Arbor, **Dreamland BBQ** in Tuscaloosa, **Kayser's Health Bar** in Santa Barbara, **The Clam Shack** in Ipswich, **Durgin Park** in Boston, **Joe's Stone Crab** in Miami, **Acme Oyster Bar** in New Orleans. (Please send me more!)

25) No B&B's thank you. I just want to crash with the controller in my hand and not have to chat.

26) Always visit a new museum or historic spot on your trip . . . it keeps things fresh.

27) If it's a special occasion (a retirement, promotion, etc.), bring a gift.

28) Don't try to be all things to all people. Librarians appreciate your honesty when you point out your limitations, (i.e., No you can't supply out of print South American videos).

29) Stay friendly with competitors. Psychologists say that having enemies leads to early death (not necessarily by strangulation, but by stress). Remember what **Don Corleone** said about friends and enemies: "I keep my friends close and my enemies even closer."

30) When a customer is really negative . . . just wait . . . they'll probably be gone within six months. They've got other problems than you.

31) You may think that setting up a new account is a priority; the librarian may not. It's your job to help them remember.

a) You never know who controls the vendor selection . . . it could be the library director or it could be a library clerk. Usually it's the acquisitions or technical services librarian, but don't bet the farm. If it's the business office get ready for a bid.

b) Some decisions are made in "geologic time" involving presentations, teams, meetings, etc.

32) Telemarketing is a "pain in the ear."

33) Everyone tells me I should listen to audio books while traveling, but I find them too slow and droning . . . they're ok for poetry, but not for fiction or history.

34) Nothing ever gets sold at a convention. It's just an opportunity to reconnect.

35) Definition of marketing: Find out what the customer wants and give it to them.

36) If you want to keep your job . . . always bring home gifts for the kids.

An Interview at Schoenhof's Foreign Books

ATG Interviews Judy Townley, Dan Cianfarini, David Leyenson, and Staff

by **Bob Nardini** (Senior Vice President & Head Bibliographer, YBP Library Services, 999 Maple Street, Contoocook, NH 03229; Phone: 800-258-3774 x. 3251; Fax: 603-746-5628) <nardini@ybp.com> and **Katina Strauch** (Editor, *Against the Grain*, MSC 98 The Citadel, Charleston, SC 29409; Phone & Fax: 843-723-3536) <strauchk@earthlink.net> www.against-the-grain.com

Every week scholars, students, tourists, and wanderers visit Harvard Square by the thousands. Most reach **Cambridge** on the **MBTA** subway system and emerge from what all of Boston calls the T to walk in **Harvard Yard**, shop at the **Harvard Coop**, see a museum, hear a show at **Club Passim** or the **House of Blues**, or just immerse themselves in the street life bred by America's most celebrated university.

For a few pilgrims, the very first aim is just around the corner from the T station, a modest store at 76A Mount Auburn Street, where two small window displays recently held selections of Chinese poetry and children's books in Spanish. Inside, in addition to shelves of books in these two languages, are language-learning materials in some 700 other languages and dialects, as well as fiction and academic non-fiction from 50 countries. **Schoenhof's Foreign Books**, with

a clientele equal to the worldly nature of its stock, is a destination within a destination.

Many librarians have visited the store, and many more have sent orders to **Schoenhof's** on behalf of their libraries. What they and other customers seldom know is that the store on Mount Auburn isn't the only **Schoenhof's** location. In a quieter, residential precinct of **Cambridge**, about a ten-minute walk from the Square, is a nondescript brick building on Green Street housing the **Schoenhof's** warehouse and offices. It's from here that the business founded in downtown Boston in 1856 by **Carl Schoenhof**, who sold books to the city's German immigrant community in their native language, is run today.

Schoenhof's was a mom-and-pop operation until the French academic and literary publisher **Editions Gallimard** acquired the business in

1981. By then the store had long since shifted focus away from Boston's immigrants and toward the city's academic community. That change had begun late in the prior century, when **Schoenhof's** made French a specialty, stocking the works of **Zola**, **Flaubert**, **Rimbaud**, and other giants of the era, on the way to becoming a pan-lingual **Harvard Square** institution after moving to **Cambridge** in the early 1940s. French literature, however, after a hundred years plus, remains the store's backbone. **Schoenhof's** stock holds more volumes in French literature than in the entire language-learning inventory of dictionaries, phrasebooks, textbooks, and other course materials from every corner of the world.

Carl Schoenhof's present successor, **Judy Townley**, is a diminutive, soft-spoken woman

continued on page 57

An Interview At Schoenhof's from page 56

who moved to **Cambridge** in 1968 from her native San Antonio, Texas. She enrolled at **Harvard** and was one of the first women to earn a Ph.D. in computer science, or as the field was known then, "applied mathematics." **Townley** taught and conducted research at **Harvard** before leaving the university in 1980 to start her own software company, which she had for sixteen years. Then, by fortunate coincidence, just as **Townley** was looking for another career change, **Schoenhof's**, which she knew of through an acquaintance, was looking for someone to run the business. A match was made and she has been president of **Schoenhof's** for the past five years.

Townley smiles and looks up from a set of precise handwritten notes. "This is such an unusual business." The store counts among its customers **John Updike**, who when reviewing novels from Latin America likes to read both the translation and the original, which he picks up on Mount Auburn Street. **Günter Grass**, **Carlos Fuentes**, **Umberto Eco**, **Mario Vargas Llosa**, and **Margaret Yourcenar** all have been **Schoenhof's** customers, as any overseas writer or scholar visiting **Harvard** is liable to be. "Vladimir Nabokov," notes **Townley**, "was a mail order customer."

Since the retail store accounts for only about a third of sales, that put the author of *Lolita* into the larger of **Schoenhof's** two business segments. Outside orders account for the remaining two-thirds, with bookstores making up about a quarter of **Schoenhof's** sales. About 15 percent comes from individuals, who today—unlike Nabokov and his mail orders—usually buy their books on the **Schoenhof's** Website. Library orders account for another 15 percent. Most come from colleges and universities, neighboring **Harvard**, of course, and others such as **Calvin College**, **Connecticut College**, **Dickinson**, **Kalamazoo**, **Northeastern**, **Rice**, and **William & Mary**. **Salt Lake City Public Library**, thanks to the missionary needs of the **Mormon Church**, is another busy customer. The **Department of Defense** and other federal agencies make up a "small but interesting" component of **Schoenhof's** business, one that correlates with the nightly news to near perfection. Arabic and the various languages of central and south Asia are in regular federal demand today, as is Korean, as several years ago were Serbo-Croatian, Macedonian, and the other languages of the Balkan peninsula.

"Whatever is happening out there today is reflected in our orders," says **Townley**. "We're still small enough to respond quickly." When interest in Afghanistan began to increase, for example, requests reached **Schoenhof's** for material about Pashto, one of that country's principal languages. But the best textbook in English was out-of-print. **Schoenhof's** obtained the rights from the **American Council of Learned Societies** and re-published the book. Today it's one of two books carrying the **Schoenhof's** imprint. The other, "a perennial classroom favorite," is a compilation of verbs in classical Greek.

Word-of-mouth—in who knows how many languages—is a powerful marketing channel for **Schoenhof's**. But it is not the only one. **Dan Cianfarini**, who directs the company's marketing, is in his second turn at **Schoenhof's**. **Cianfarini**, who is from western Massachusetts, began his first in 1982, when he encountered a lean academic job market after studying French and Comparative Literature at **Yale**. Prior to the **Gallimard** purchase, marketing at **Schoenhof's** had been minimal. **Cianfarini** spent thirteen years building up a more substantial operation in "promotion, as the French call it," before leaving to try something new in 1994, when he began three years at the **New England Mobile Book Fair**. He rejoined **Schoenhof's** in 1998.

Five years ago **Schoenhof's** was among the earliest booksellers to invite customers to place orders online. **Schoenhof's** also has two regular publications. "New Arrivals" is a handsome booklet brought out four times per year. Typography, design, and paper—sharp black characters with a few red highlights printed in two columns on thick, cream-colored stock—combine to make it a sensory pleasure to examine this list of recently-received titles. The current issue, Fall 2002, has citations for over 300 books, classic and contemporary fiction as well as reference works, history, art, music, film, biography, literary criticism, philosophy, women's studies, and other academic fields. The staple languages of French, German, Spanish, and Italian predominate; but there are reference works on Nandi, Oromo, Swahili, and other African languages; also, works about Albanian, Basque, Galician, Old Icelandic, Sanskrit, Latin, Norwegian, Occitan, Polish, Portuguese, Russian, Welsh, Yiddish, Tetum—a language of the Pacific islands—and other languages beyond even these.

"No. 70," the other **Schoenhof's** vehicle in promotion, is another quarterly, a series of tri-fold broadsides, each a topical list of about seventy selected titles. Thus the name. Recent issues have included selections in several languages for young readers. Children's books, in fact, are a **Schoenhof's** specialty, and the one area where translations from English are stocked. "No. 70" lists have included, for example, **Dr. Seuss** in French and **A.A. Milne** in Russian, in addition to many titles in their original language. Another "No. 70" featured books on which films had been based. Reader-filngoers could choose, for example, among the Danish original of **Karen Blixen's** *Out of Africa*; the French original of **Dominique Lapierre's** *City of Joy*; **Elfriede Jelinek's** *The*

Piano Teacher, in German; in Italian, *The Name of the Rose*, by **Umberto Eco**; in Spanish, **Manuel Puig's** *Kiss of the Spider Woman*; and many others.

Schoenhof's also markets to professional groups through mailings and conferences. The **Modern Language Association** is the largest example, but **Schoenhof's** also attends meetings of foreign language teachers and other groups, such as medical technicians. For this audience, **Schoenhof's** prepared a list of specialized medical dictionaries. Its language pairings started with entries for Arabic-English/English-Arabic and went on to include bilingual dictionaries for Bulgarian, Chinese, Creole, Czech, Danish, Dutch, French, German, Hebrew, Italian, Japanese, Korean, Polish, Portuguese, Russian, Serbo-Croatian, Spanish, Swedish, Thai, Ukrainian, and Vietnamese. For Spanish alone, **Schoenhof's** listed twenty-two different dictionaries and other reference works on medical terms. The French list included separate dictionaries on the digestive, nervous, and biomechanical systems, as well as one for ophthalmologists, with another for paramedics.

Since Bulgarian medical dictionaries do not come from nowhere, **Schoenhof's** buys in some fifty countries, from a network of suppliers made up of bookstores, publishers, distributors, and agents. "We're always looking for new sources," says **Townley**. Some supplier relationships are

sturdy; others come and go. When the collapse of the Soviet Union disrupted the Russian book trade and there were no dependable suppliers, **Schoenhof's** relied upon an agent in Russia, a friend of **Townley's** predecessor, who hand-picked books for shipment to **Cambridge**. The store's Arabic section had been dormant for years before **Cianfarini** located a supplier while attending a bookselling conference in Paris. He struck up an acquaintance with one of the panelists, who operated a Beirut French-English bookstore. **Cianfarini** asked about a supplier for Arabic. "My brother **Tony** does that stuff," he answered, and the Arabic shelves were on their way to revival.

That was half the Arabic equation. The other half was a staff member knowing Arabic. Ten members of the **Schoenhof's** staff, which altogether numbers about twenty-five, are "booksellers," and one member of this remarkable group could indeed work in Arabic. Five booksellers work in the store, serving walk-in customers. The other five work in the distribution center, handling inquiries via e-mail, fax, telephone, and U.S. mail. Both the store and the

continued on page 58

Dan Cianfarini and Judy Townley.

An Interview At Schoenhof's from page 57

distribution center are staffed with booksellers fluent in the core languages of German, French, and Spanish, and together the **Schoenhof's** staff commands some thirty-five languages. Townley reports proudly that "we even have a Cornish bard," a bookseller-poet in the store who speaks Cornish, Breton, and other Celtic languages, and who **Townley** recently spotted reading *Teach Yourself Arabic* while enjoying a slow moment at the cash register. Which bookseller at **Schoenhof's** speaks the most languages? "That would be **Paul**," answers **Townley**. "He may need to make a list."

Paul Laplante does not make a list and in fact makes light of the question. When a working knowledge of ten or twelve languages draws no special notice, because that's the norm, who's counting anyway? **Laplante** grew up in a bilingual Franco-American household in Providence, Rhode Island. "I didn't really learn a foreign language until I was in college," he notes, adding that he believes children raised bilingually usually will grasp new languages with more ease than those raised in one language. When **Laplante** learned German in college and "took to it," he had gained not only his first new language, but also a livelihood and lifelong avocation. Today he can make his way in languages ranging from Armenian to Swahili. A member of the **Schoenhof's** staff since 1987, he has also taught for thirty years in the language department at Northeastern University.

Laplante and the other booksellers at the distribution center work closely with their counterparts in the store, which displays one copy of every title in the **Schoenhof's** inventory of some 65,000 titles. When a sale is made at the store, a replacement copy is pulled from the warehouse shelves at the distribution center. Twice daily, runners carry the new stock to Mount Auburn. When customers call or e-mail, **Laplante** describes exchanges that run like a game of 20 questions. Say a customer inquires about a Portuguese dictionary. "Portuguese in Portugal, or Brazilian Portuguese?" he asks in rapid staccato. "A general dictionary, or a specialized dictionary?" Course materials in Albanian? "Is that northern or southern? For a class or a trip? With tapes or without?" Those are the routine transactions. The next inquiry, however, might be for a language unknown even to **Schoenhof's**. "We'll go out and see if we can find something," says **Laplante**. And, usually on the Web, **Schoenhof's** will indeed locate material, perhaps "on one of the thirty-five languages of Sudan. We'll try, but will have to tell them that actually getting something from a small publisher in Sudan is next to impossible."

Laplante and his fellow booksellers inhabit a shared space in the middle of the distribution center's offices, a rectangular area defined by dividers. Across from **Laplante** works **Inna Johnson**, who returns to her desk from a trip to the warehouse section of the distribution center, which is separated from the offices by a wall and a short walk. She has in hand an Arabic computer dictionary, an item in **Schoenhof's** stock that's the answer to a straightforward in-

quiry. At the same time she is working on one not so simple concerning a Chinese-Spanish dictionary. **Johnson**, through her own series of inquiries, has managed to locate two, one published in China, another in Spain. "One is \$248," she reports. "The other, I don't know yet." Once all facts are in, she will report to the customer.

Johnson's duties at **Schoenhof's** once included selecting books in Russian. The work today is much different from Soviet days, when the state-issued, heavily-censored catalogs, recalls **Johnson**, "sometimes put the interesting books under weird headings. Lenin and Marx you could find, but Akhmatova? They might have literature under 'Agriculture.' You had to know where to look."

Johnson, who is originally from Poland, has worked at **Schoenhof's** for twenty-three years. While living in Philadelphia, where she worked in the library cataloging department at **Temple University**, **Johnson** encountered **Schoenhof's** while on a trip to **Cambridge** and was amazed at what she saw on the store's shelves as she shopped for a set of Pushkin. "I knew Ukrainian bookstores, Polish bookstores, but nothing like this." Years later, when **Johnson** moved from Philadelphia, she returned to **Schoenhof's**, this time to ask for a job.

Anna Shiplova, the current Russian buyer, is one of the newest **Schoenhof's** booksellers. **Shiplova** emigrated to the United States about seven years ago. With a graduate degree in Spanish from **Saint Petersburg University**, she taught Russian and Spanish at **Virginia Tech** for five years before moving to Boston in 2001, when she joined the staff. "I try to select books keeping an eye on reviews in press," she explains, "prize-winning books, most-cited works in literary criticism. Unlike many other bookstores, we have the luxury to be very selective about our titles, because here, precisely the good literature titles are the ones that sell best." Telephone customers frequently ask for recommendations on course books. "You can say, well, Harvard uses this and that book to teach, say, Danish, but some schools prefer the other one. Being in the middle of a scholarly community gives you confidence in your recommendations. You can't have a first-hand opinion on everything."

Whenever **Laplante**, **Johnson**, **Shiplova**, and the other booksellers locate a book to buy, they pass information on their find to **David Leyenson**, **Schoenhof's** vice president, general manager, chief buyer, and according to **Johnson**, "genius" behind the entire operation. Anyone encountering the burly **Leyenson** on the sidewalk by **Schoenhof's** might figure he was there to unload a truck. He has a rough beard, rolls up the sleeves of his flannel shirt, and exudes physical energy and a brusque intensity. **Leyenson's** job isn't to lift boxes of books, however. He moves bibliographic citations, many thousands of them every day.

That Chinese-Spanish dictionary? It will be **Leyenson** who enters the bibliographic information into the **Schoenhof's** database, assigning the order to the correct vendor as he does so, and deciding whether or not to stock, catalog, and list in "New Arrivals." He'll take care of all this in a matter of seconds, probably in

the course of doing a few other things too. At this moment he is on the telephone, which he holds to his ear with his shoulder while working a cup of takeout coffee as he turns the pages of *Livres Hebdo*, a French trade journal equal in prominence to our *Publishers Weekly*, scanning the entries for the entire fall publishing season, deciding which titles to buy and in what quantity, recording decisions as he makes them by attacking his keyboard like an old-time reporter on deadline.

Leyenson's workspace fills one end of the booksellers' rectangle. "Space" isn't quite the right word, though, since there's not much of that remaining. The shelf above his desk is filled by a couple of dozen books by or about **James Joyce**, in languages from English to Russian to Romanian, all bound for shipment to a scholar who has given **Schoenhof's** *carte blanche* to send any scrap of **Joyce** material from anywhere in the world. The books are piled in two crooked towers, paperwork sticking out from each one. Other books rest here and there, over, beneath, and on either side of **Leyenson's** desk, competing for room with bibliographic notices of every kind, from every part of the world.

Within sight are bibliographies and other reference works for the major publishing nations. Stacked immediately behind him are three black plastic milk crates, full of mail from the past few days. He'll rip through them to scan the catalogs from Argentina, the lists from Czech Republic, the announcements from India, the reviews in *Le Monde*, *Times Literary Supplement*, and elsewhere. As he does with *Livres Hebdo*, **Leyenson** will scan the publishing world's trade journals, *Bulletin Critique du Livre en Français*, a second source for France; *Livres d'ici*, for French Canada; *Börsenblatt für den Deutschen Buchhandel*, from Germany; Italy's *Giornale della Libreria*; the Spanish *Buletin Bibliografico*; not to mention other bibliographic sources.

Leyenson, according to **Johnson**, astonishes even his **Schoenhof's** colleagues with an ability to remember that a book is out-of-print, to recall that another has to be ordered from a certain shop in some corner of the world, or to solve bibliographic puzzles in any of the dozen or more languages he works in, and in those he does not work in. If **Leyenson** surprises his fellow booksellers, the customers, even after over twenty years at **Schoenhof's**, where **Leyenson** came after studying English at **Rutgers University**, still surprise him. He has a story about a man who collects language dictionaries. **Leyenson** called to say he'd located in the Netherlands a dictionary of West Greenlandic, the first he'd ever seen. **Schoenhof's** could order him a copy. Yes, please go ahead. "But of course the really interesting one," as **Leyenson** recalls the man's comment, "would have been East Greenlandic."

Exchanges like this one, centered upon any of the languages of the world, fill **Leyenson's** days. What does he read for pleasure, in the evening? "Let's see," he pauses. "Right now, Trollope."

Anthony Trollope's novels might be the perfect balance for the work performed by
continued on page 59

An Interview At Schoenhof's from page 58

Leyenson and his colleagues at **Schoenhof's**. The inventory they create is housed in tall rows of metal shelving that fill about half the space in the distribution center. The languages are arranged alphabetically. Walk up and down the aisles to feel like a piece in a geography board game... Chinese, Dutch, Egyptian... Gaelic Proverbs... Indonesian Readings. In the 'P' section, there's *1001 Persian Proverbs*, followed by *Beginner's Persian*, *Colloquial Persian*, *A Grammar of Contemporary Persian*, *Modern Persian: Intermediate Level*, *Concise English-Persian Dictionary*, *Shorter Persian-English Dictionary*, and more Persian after that, followed after awhile by *A Grammar of the Phoenician Language*, and few rows down, by *301 Polish Verbs*.

Leyenson doesn't know of any other work that would give him the freedom to create and maintain such an "extraordinary assemblage" of books. **Shiplova** enjoys the regular custom-

ers, for whom the **Schoenhof's** books are "objects of lust. There is no question of selling something to somebody. It's purely giving water to the thirsty." **Johnson** likes the academic atmosphere of the store and the cosmopolitan nature of the clientele. **Cianfarini** thinks of the store as a **Cambridge** cultural institution in its own right, not as just another business. In fact if there's a comparable store in the United States—or anywhere in the world—no one at **Schoenhof's** can think of it.

Quarterly **Schoenhof's** "New Arrivals" lists are now posted on the YBP Library Services Website (www.ybp.com). Titles **Schoenhof's** booksellers believe are particularly notable are marked with an 'S.' Each entry links through the title line to a full description on the **Schoenhof's** Website (www.schoenhofs.com), and through the ISBN to **YBP's** **GOBI**. Library orders for **Schoenhof's** titles placed with **YBP** will be billed and shipped by **YBP**, consolidated with other **YBP** orders the library has placed.

From the Reference Desk

by **Tom Gilson** (Head, Reference Services, Robert Scott Small Library, College of Charleston, Charleston, SC 29424; Phone: 843-953-8014; Fax: 843-953-8019) <gilsont@cofc.edu>

The Enlightenment, arguably the most vibrant era of Western thought and social change, has long deserved a top-notch encyclopedia of its own. Now it has one. Advertised as a major publishing event, **Oxford's** *Encyclopedia of the Enlightenment* (2003, 0195104307, \$ 495) proves worthy of the hype with over 700 thoroughly researched articles on a broad array of topics.

As defined by this encyclopedia, the Enlightenment covers 1670 through the early 1800s and is presented as a diverse and multidimensional era. The articles in this reference point to the Enlightenment as a time of incredible change that challenged authority in all of its guises, and forever altered the social, moral, scientific and political landscape. However, the Enlightenment is also placed in context. It is portrayed as an outgrowth of ideas generated in the preceding century, not as an abrupt break with the past.

A substantial number of entries are biographies and include the famous like **Burke**, **Jefferson** and **Voltaire**, as well as the lesser known like Josiah Wedgwood and Pablo de Olavide. These sketches also range from influential 20th century scholars like **Michel Foucault** to the 18th century encyclopedist, **Denis Diderot**. There are articles on broad themes like economic thought, human nature, science and the arts, as well as on more specific topics like mercantilism, free will, optics and the theater. There are also geographic entries for major cities like Paris and London, as well as secondary ones like Philadelphia and Berlin. In addition, there are articles describing the Enlightenment as it influenced individual nations, as well as entries that discuss other regions of

the world like Asia and North Africa, in light of Western contact and perception.

For the most part, published scholars are responsible for writing the essays and a selective bibliography is included with each article. All of the articles are cross-referenced to related entries and there is a very useful topical outline. For example, researchers interested in the development of publishing during the Enlightenment can find a wealth of articles under headings like the Book, Authors and Copyright, Reading Publics, and Journals, Subscriptions, Re-editions and Translations. For specific references there is a comprehensive and thorough general index.

The *Encyclopedia of the Enlightenment* is a natural purchase for academic libraries. Editor Alan Charles Kors and his contributors have produced an encyclopedia that does justice to the Age of Enlightenment and all its complexities. It is far more thorough than *Facts on File's* one volume encyclopedia of the same title published in 1996 (OP), and it offers a different approach from the **Fitzroy Dearborn's** translation of **Michel Delon's** *Dictionnaire europ, en des LumiSres*, which contains no biographical sketches. (English title: *Encyclopedia of the Enlightenment*, 2001, 157958246X, \$285)

If your library is like ours, you can always use another historical atlas. Although there are already a number of good ones to choose from, another title you can add to the list is the recent *Atlas of World History* (2002, 019521921X,

continued on page 60

Ethics and Electronic Information

A Festschrift for Stephen Almagno

Edited by Barbara Rockenbach and Tom Mendina. 215pp., 2003, \$39.95 softcover (7 × 10), tables, notes, bibliographies, index, ISBN 0-7864-1409-X.

Libraries, Community, and Technology

Andy Barnett. 168pp., 2002, \$35 softcover (7 × 10), bibliography, index, ISBN 0-7864-1379-4.

Encyclopedia of Abortion in the United States

Louis J. Palmer, Jr. 428pp., 2002, \$75 hardcover (8½ × 11), 194 graphs and illustrations, bibliography, index, ISBN 0-7864-1386-7.

Encyclopedia of Alzheimer's Disease

Elaine A. Moore with Lisa Moore. Illustrated by Marvin G. Miller. 413pp., 2003, \$55 hardcover (7 × 10), photographs, bibliography, index, ISBN 0-7864-1438-3.

Box 611 • Jefferson NC 28640
Orders 800-253-2187 • FAX 336-246-4403
www.mcfarlandpub.com