April 2004

Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your Crack Team of News Sleuths

Pamela M. Rose M.L.S.

University of Buffalo, pmrose@acsu.buffalo.edu

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

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

Recommended Citation

Rose, Pamela M. M.L.S. (2004) "Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your Crack Team of News Sleuths," *Against the Grain*: Vol. 16: Iss. 2, Article 40.

DOI: <https://doi.org/10.7771/2380-176X.4318>

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.

Book Pricing Update

Trends in Book Pricing for the half-year ending December 31, 2003

by **Jamie Vandenberg** (Approval Coordinator, Blackwell's Book Services, Inc.)

Column Editor: **Tom Loughran** (Manager Approval Systems, Blackwell's Book Services, Inc., 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 monographic publishing. We derive this data from the books that were treated on our New Titles/Approval Program during the previous year. This article reports statistics recorded from **July 1, 2003 through December 31, 2003**. A total of 19,422 academic monograph titles were treated during this time period with an average list price of \$65.06. Excluding 733 reprints, the average list price of the remaining 18,689 titles was \$66.13.

In broad subject areas the number of new titles treated (excluding reprints), and their average list prices broke down as follows:

Broad Subject	# of titles	% of titles treated	Avg. List Price
Arts/Humanities	6,481	35%	\$50.99
Social Sciences	6,447	34%	\$59.22
Sci./Tech./Med.	5,723	31%	\$91.00

The average list price for a scholarly book in the **Arts and Humanities** last fiscal year (July 1, 2002 - June 30, 2003) was \$48.56. For the period between **July 1, 2003 and December 31, 2003**, this average increased by 5%. **Art** books as a subcategory (657 titles) also rose 5%, from \$48.56 to \$51.29. **Architecture** titles (263 titles) rose slightly from \$53.88 to \$54.52 or 1%. **Music and Performing Arts** books (562 titles) saw a larger increase of 6% from \$50.70 to \$53.75. The average price for **Humanities** titles (excluding Fine and Performing Art) increased 1%

from \$56.31 to \$56.73. **Literary texts** increased by 4 % from \$26.11 to \$27.30. **Literary Criticism** titles increased 5% from \$57.15 to \$59.85.

The average list price for a book in the **Social Sciences** (including Law) last fiscal year was \$57.91. This report finds an increase of 2% for a **Social Science** book in the first half of this fiscal year. **Law** books (483 titles) noticeably increased from \$82.82 to \$89.59 or 8% while **Library and Information Science** titles dropped significantly from \$56.21 to \$48.45 or -14%. **Communication and Mass Media Studies** titles rose 3% from \$49.88 to \$51.63. **Military Science** titles increased 14% from \$41.10 to \$47.64 while **Sports and Recreation** titles increased just 2% from \$37.54 to \$38.19.

Prices for an average title in the **Sciences, Technology, and Medicine** rose 6% from last year's average of \$85.64. As a subcategory, **General Science** titles increased 6% from \$63.26 to \$67.21. **Astronomy** books rose from \$78.25 to \$81.22 or 4%. **Earth Science** books increased 11% from \$96.79 to \$109.19 while **Math** books have increased 13% from \$81.34 to \$93.07. **Computer Science** titles also saw an increase from \$57.55 to \$63.99 or 10%. **Medicine** titles rose just 1% from \$84.60 to \$85.49 while **Dentistry** titles dropped -8% from \$78.92 to \$72.23. **Nursing** books increased 4% from \$44.90 to \$47.01 while **Agriculture** books increased only 1% from \$89.60 to \$90.76. **Natural Resources** books dropped -6% from \$68.12 to \$64.33.

For more information on price details of specific subject areas for last year, please see **Blackwell's Cost and Coverage Study** at: <http://www.blackwell.com/level4/CoverageandCostIndex.asp>.

Bet You Missed It

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

Column Editor: **Pamela M. Rose, M.L.S.** (Web Services & Library Promotion Coordinator, University at Buffalo; Phone: 716-829-2408 x129; Fax: 716-829-2211) <pmrose@acsu.buffalo.edu> wings.buffalo.edu/~pmrose

Column Editor's Note: Hey, are you reading this? Your esteemed column editor would like to know what you think! Zip off a quick email to <pmrose@buffalo.edu>. Does BYMI fill your needs? Do you have any suggestions for changes? I'm listening! — **PR**

SPAMMER SEQUESTRATION

by **Sandra Beehler** (Lewis & Clark College)

More than half of all email is spam, according to this article—which makes it a huge problem that needs to be solved expeditiously. Email filters and legislation against spam have failed to stem the flow, so a third solution is being proposed: charging for spam emails. Several start-up companies are developing ways to charge spammers while still allowing free email for other purposes. One company offers email "stamps" at low cost to distinguish legitimate business email from spam. Another works on the principle of charging fees to senders whose recipients complain. A third solution establishes a clearing house for ISPS where each ISP subscriber has a credit limit. When someone complains about one of the subscribers, a fee is charged against it — it is blocked from sending emails once its credit limit is reached.

See — "Make 'Em Pay," *The Economist*, v.370:no.8362 (Feb. 14, 2004)

TIMELINESS IS NEXT TO GODLINESS

by **Pamela M. Rose** (University at Buffalo)

In an effort to improve access to selected research papers, **Science** and **Science Online** now offer immediate online access to papers accepted for publication in the print version. Editors select papers according to timeliness and importance

of the research. Access is free to **AAAS** members only. The rest of us can pay for each article, or just wait six to eight weeks for it to appear in print.

See — "Welcome to Science Express" on the World Wide Web at <http://www.sciencemag.org/feature/express/introduction.shl>.

THE DOLLAR DANCE

by Sandra Beehler (Lewis & Clark College)

The writer of this article argues that the US dollar has not dropped far enough to address the current-account deficit that threatens the recovery of the global economy. The US trade deficit is 5% of the GDP—that percentage needs to drop by half, and the dollar's value is key to that adjustment. Several other factors are delaying a natural market adjustment for the dollar: Asian banks continue to buy Treasury bonds at low return rates, the US budget deficit continues to grow and domestic savings are insufficient. In order to avoid a more abrupt, painful drop in its value at a later date, the global economy would do well to let the dollar drop gradually over the next few years.

See — "Let the Dollar Drop," *The Economist*, v.370:no.8361 (Feb 7, 2004)

FROM THINKTANKS TO LAPTOPS

by Sandra Beehler (Lewis & Clark College)

In Dec. 1968, Doug Engelbart—then a Stanford Research Institute scientist—demo'd an oNLine System (nicknamed NLS) that included videoconferencing, hyperlinks, networked collaboration, digital text editing, and the "mouse." In this article he talks about the evolution of ideas bouncing around think tanks in the '60's into the networked computer world we all take for granted today.

See — "The Click Heard Round the World," by Ken Jordan. *Wired* 12.1 (January 2004), p. 158-161.

INVENTING HOWARD DEAN

by Sandra Beehler (Lewis & Clark College)

Tracing the way former presidential candidate Howard Dean used the Internet to build support and raise an astonishing amount of campaign funds, Wolf identifies five basic strategies which led to Dean's early success. The Internet gave the means to decentralize his campaign by encouraging independent groups of supporters linked through the Web. It also allowed these groups to organize at a local level while communicating and coordinating efforts through the Web. Using the Web bypassed conventional political pathways like the Democratic Leadership Council and the Democratic National Committee—thus pulling in people who do not toe the party line. Dean's early entry into the campaign through the Internet gave him an advantage in getting his name and message out, as links begat more links. Finally, the Internet campaign allowed horizontal communication of ideas between supporters as well as vertical communication between campaign headquarters and supporters. Overall, the Dean campaign revived to some extent the face-to-face exchanges of political campaigns before television.

See — "How the Internet Invented Howard Dean," by Gary Wolf. *Wired* 12.1 (January 2004), p. 138-143.

WHAT IF WE CONTROLLED THE MEDIA?

by Wendy E. Wood (Virginia College at Austin)

Do you ever get frustrated with the news media? Why are some stories (e.g., "Bennifer") emphasized while others fall by the wayside? A Website called Technorati (www.technorati.com) may help alleviate some of your frustration. Technorati comprises an ever-changing list of the most popular news stories as determined by how often bloggers link to them. The site currently scans over 900,000 blogs; each link in each blog is added to the ranking. Those stories with the most links are added to Technorati's "Breaking News" section. What results is basically news for the people, by the people. The results might surprise you: more "strange tales," fewer entertainment stories, and a pretty well balanced, more global view of major news events.

See — "How the Web Edits News" by Steven Johnson in *Discover*, November 2003, p.25.

Essential Guides to International Funding and Philanthropy!

New!

ENCYCLOPEDIA OF INTERNATIONAL DEVELOPMENT

Filling a void, this timely and authoritative resource is the first comprehensive reference to this increasingly important field

Routledge • Dec 2004 • 792 pp
Hb: 0 415 25342 X • \$195.00

INTERNATIONAL ORGANIZATIONS FUNDING DIRECTORY

GRANTS AND PROJECTS INVOLVING
NON-GOVERNMENTAL ORGANIZATIONS

A one-stop authoritative guide to NGO funding by international organizations, as well as details on projects undertaken by the two

Special introductory price: \$240.00
(price increases to \$275.00 after 9/30/04)
Europa • July 2004 • 300 pp • Hb: 1 85743 247 9

Also of Interest!

A DICTIONARY OF CIVIL SOCIETY, PHILANTHROPY AND THE THIRD SECTOR

Europa • April 2004 • 320 pp
Hb: 1 85743 166 9 • \$165.00

Europa's renowned directories provide up-to-date comprehensive coverage of foundation activity worldwide.

THE INTERNATIONAL FOUNDATION DIRECTORY 2004

13th Edition

Europa • July 2004 • 672 pp
Hb: 1 85743 252 5 • \$325.00

THE EUROPEAN FOUNDATION DIRECTORY

Europa • Dec 2004 • 500 pp
Hb: 1 85743 268 1 • \$240.00

tel: 1.800.634.7064 • fax: 1.800.248.4724

Europa Publications
Taylor & Francis Group

<http://www.europapublications.com>

Routledge
Taylor & Francis Group

<http://reference.routledge-ny.com>