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If Rumors Were Horses

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Against the Grain

c/o Katina Strauch
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TM

DECEMBER 2006 - JANUARY 2007

Against the Grain

"Linking Publishers, Vendors and Librarians"

Beyond Boundaries: Knowledge Innovation and Generation

by **Karen Christensen** (CEO, Berkshire Publishing Group, 314 Main Street, Great Barrington, MA 01230; Phone: 413-528-0206) <karen@berkshirerepublishing.com> Weblog: www.berkshirerepublishing.com/blog/

While gathering the articles for this issue on innovation, I've met with environmental leaders in Beijing, talked to an African trader in Guangzhou, had lengthy arguments about free and paid content with colleagues in San Francisco and New York, and got to know a number of China policy experts in Washington, DC. I'm writing now from London, where I attended the **World Congress of History Producers** and London Information Online. This global kaleidoscope of topics and media is reflected in the contributions you see here.

While **Berkshire Publishing Group**, the company I founded with anthropologist **David Levinson**, is known for creating reference publications, we have long described ourselves as a "knowledge and technology" company because

our interest is in finding fresh ways to make massive amounts of knowledge accessible. When **Katina Strauch** gave me the opportunity to develop an issue of *Against the Grain*, I asked to focus not on reference publishing but on innovation — in journals, academic and trade books, as well as in the world of encyclopedias and online publications.

Our professional world is continually changing, evolving, and perhaps even morphing into something quite different, and each of us is being asked to manage more information and come up with fresh solutions to new challenges. The articles here have a practical edge, presenting the views and recommendations of leaders who have been in the trenches in publishing, scholarship, and library service.

You'll find new voices, people who haven't written for *Against the Grain* before. I met **Howard Burrows** — virtually, that is — when we were both asked to serve on the advisory board of **Larry Sanger's Digital Universe Project**. Larry was the cofounder of **Wikipedia** and has an interest in ensuring that experts have a voice in content creation online, but he believes that this has to be free, supported by advertising or donations. **Howard**, a scientist in New Hampshire, replied to a blog comment I made about the idea that information should always be free, and I was struck by his analysis of the economics of knowledge creation. He's developed this more fully in "A Healthy Knowledge Economy," and I know

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If Rumors Were Horses

Many exciting things have happened in our world this month. It's hard to keep them straight much less remember them all. Let's see. Some of the **Rumors** are really long, but the information is important. Sorry if you think they're too long ... but **Happy New Year** anyway!

Cambridge Information Group (CIG) has entered into an agreement to acquire **ProQuest Information and Learning**, a segment of **ProQuest Company (NYSE: PQE)**, for approximately \$222 million. Under the agreement, CIG will combine its Bethesda, Maryland-based CSA subsidiary with Ann Arbor, Mich.-based **ProQuest Information and Learning** to create a new, privately held independent company. The new company plans to continue operations in both locations. As we all know, both **CSA** and **ProQuest** offer libraries and their users access to high-quality electronic re-

sources which serve a combined customer base of more than 25,000 library customers. **CSA's** products include **CSA Illumina**, the platform from which more than 100 scholarly databases in the natural sciences, social sciences, arts and humanities and technology fields are made accessible; **Ulrich's Serials Analysis System**, a tool for library professionals to identify, analyze, evaluate and create reports about the library's print and electronic serials holdings; and the recently launched **CSA Illustrata**, which permits searching and retrieval of charts, graphs, illustrations and their captions within articles and documents. **ProQuest** provides global access to one of the largest online

content repositories in the world. It is best known for its extensive collection of business, economics, general reference, genealogy, humanities, social sciences, scientific, technical

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1043-2094(200612/200701)18:6:1-0

From Your (energized) Editor:

It's always wonderful to take a break from the routine of your life. And that's what I have been doing. Had a houseful of company for the holidays and spent a lot of time cooking and cleaning and sightseeing and shopping. It was even cold (60s) in Charleston and we felt like it was "winter." Even went to New York with my daughter for a brief visit. You talk about an energized city.

Meanwhile, back at the *ATG* ranch, we (my right-hand helper, **Toni Nix** really) were struggling with new software which is supposed to make *ATG* "easier" to produce (and may help to put it online?). Come again? It has been far from easy so far! In fact, every single character has had to be rekeyed and reformatted. So, if you see anything amiss, please let us know. Anyway, this issue is very late but it will make **Midwinter!**

The wonderful **Karen Christensen** has collected some very interesting articles on a variety of innovative topics. She has titled this issue **Beyond Boundaries: Knowledge Innovation and Generation**. **Howard Burrows** writes about the **healthy information economy**, **David Levinson** talks about the benefits of **interdisciplinary publishing**, **David Pollard** explores **new roles for librarians**, **Karen** herself talks about the rise of **social media**, **Eric Calaluca** explores the

intersection of print and electronic media in his discussion of **Reference Universe**, and **Tim Coates** talks about the future of **UK libraries**. Finally, **Dave Tyckoson** tells us that **innovation in libraries** is not a new occurrence. Our **Op Ed** this issue is by the inimitable **Rick Anderson** on the "value of everything and the price of nothing." Hmmm. **Cathy Moore-Jansen**, **John H. Williams**, and **Mary Walker** dissect **Funds and Accounting Trees**.

We have several mentions about the **2006 Charleston Conference**, from **Tony Ferguson**, **Bob Nardini**, **Greg Tananbaum**, and **John Riley**. **John Cox** joins us as a regular columnist with his "As I See It" and we are honored to have an **international dateline** from our correspondent in Russia, **Fred Lynden**. Our interviews are with **Richard Charkin** and **Hazel Woodward**. And we can't leave out **Ned Kraft** who gets a belly laugh out of me every time and also in this issue **Margaret Landesman** has an incredibly clever fable called "Article and Book Meet the Google."

And that's just the tip of the iceberg. Talk about getting energized! It's exciting what's happening in our world.

May 2007 bring you all that you ever wished for! Love, Yr. Ed. 🌱

Rumors from page 1

and medical content. **ProQuest's** product lines include **Chadwyck-Healey®**, a collection of more than 40 extensive reference resources of the world's literature; **UMI® microform vault**, the largest commercially available microform collection in the world; **ProQuest Digital Dissertations**; **Serials Solutions**; and **ProQuest Historical Newspapers**, an archive of 14 million pages dating as far back as 1764 which includes *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Christian Science Monitor*, *The Los Angeles Times*, *The Chicago Tribune*, *The Atlanta Constitution*, *The Boston Globe* and *The Hartford Courant*. **Andrew M. Snyder** is president of **CIG**. After the transaction closes, **Martin Kahn** will serve as **CEO** of the new company. He will relocate to Ann Arbor, Mich. A seasoned information industry executive, **Kahn** is the former chairman of business and financial information aggregator **OneSource Information Services, Inc.** He also served as chairman of **Ovid Technologies, Inc.**, an aggregator of medical and scientific databases and fulltext journal articles and as president of **BRS Information Technologies, Inc.** **Kahn** earned an MBA from **Harvard Business School** and a BA from **Yale**. **Kahn** said, "I am thrilled to have the opportunity to lead this exciting new company. Both companies have for many years dedicated themselves to serving the needs of librarians, scholars, and students. We are committed to building on those traditions to create a great company for many years to come." **Matt Dunie**, currently president of **CSA**, will serve as president of the new company. **Dunie** commented, "The **ProQuest Information and Learning** and **CSA** products are complementary. We believe that both companies share many values especially a focus on the needs of end users and that the new company has a promising future." **David Skip Prichard**, currently president of **ProQuest Information and Learning**, will be an active contributor to the transition process. After the transition is successfully under way, he plans to pursue new career opportunities consistent with his interests and leadership experience. **Cambridge Information Group (CIG)** is a privately owned group of information services companies and educational institutions located around the world. **CIG's** operating companies include: **CSA**, **R.R. Bowker**, **RefWorks** and the **Sothebys Institute of Art**. **CIG** is also the largest shareholder of **Navtech, Inc.** (NASDAQ:NAVH.OB).
www.csa.com
www.il.proquest.com

And, not to be left out in the **end-of-the-year acquisition/merger frenzy**, **Francisco Partners**, one of the largest technology-focused private equity funds, has entered into a definitive agreement with **Elsevier** for the acquisition of 100% of the shares of **Endeavor Information Systems, Inc.**, an **Elsevier** company. **Endeavor** will be merged with **Ex Libris**, which was acquired by **Francisco Partners** earlier this year. The combined

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Letters to the Editor

Send letters to <ksrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.

Dear Editor:

Many thanks for sending the article [eBook Rollout, v.18#5, November 2006]. We really like *Against the Grain*. Keep up the good work.

Thanks again,

Jessica Gwendolyn Blower

Editor's Note: **Cris Ferguson's** eBook Rollout insert in the November *ATG* has been a huge hit. We have gotten many, many requests for it. Thanks to **Cris** for her diligent work on this project. And it is **Cris's** plan to update the eBook rollout as necessary. We are trying to get a format on the *ATG* Website that we can work with. Stay tuned. www.against-the-grain.com

And, just so you don't think we screwed up (not us, never!), no affiliation is given for **Jessica** by request. — Yr. Ed. 🌱

AGAINST THE GRAIN DEADLINES VOLUME 19 — 2007-2008

2007 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, ACRL	February 2007	12/20/06	01/10/07
MLA, SLA, Book Expo	April 2007	02/21/07	03/07/07
ALA Annual	June 2007	04/25/07	05/09/07
Reference Publishing	September 2007	07/25/07	08/08/07
Charleston Conference	November 2007	09/19/07	10/03/07
ALA Midwinter	Dec. 07/Jan. 08	11/21/07	12/05/07

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entity will retain the **Ex Libris Group** name and be headed by **Matti Shem Tov, president and chief executive officer** of **Ex Libris**. The acquisition of **Endeavor** will establish the new **Ex Libris Group** which will continue the development and support of flagship integrated library systems from both companies, **Ex Libris ALEPH® 500** and **Endeavor's Voyager®**. New versions of both systems will be released as planned in 2007. Together, the **Ex Libris** and **Endeavor** customer communities include nine of the top ten universities in the world and 39 of the top 50, according to *Newsweek International Edition* (The Top 100 Global Universities <http://www.msnbc.msn.com/id/14321230/site/newsweek/>.) "The decision to seek a new owner for **Endeavor Business** was made after we carefully considered the rapid pace of change in the library software and services marketplace," said **Herman van Campenhout**, CEO, **Elsevier Science & Technology**. "Based on that review, we concluded that **Endeavor**, its employees, and its customers will greatly benefit from becoming part of a company, such as **Ex Libris**, that is solely focused on leading the library software market." **Andrew Gray** is a principal with **Francisco Partners**, and **Endeavor** CEO is **Roland Dietz**.

www.franciscopartners.com/
www.elsevier.com/
www.exlibrisgroup.com.
www.endinfosys.com/

And you will recall that on the first of November, **Francisco Partners**, completed the acquisition of the entire **ExLibris Group Holdings**.

www.franciscopartners.com

Whew! Another big one — **Wiley** has entered into a definitive agreement to acquire the outstanding shares of **Blackwell Publishing (Holdings) Ltd.**! The purchase price of £572 million will be financed with a combination of debt and cash. The transaction will be implemented through a **U.K. Scheme of Arrangement**. **Wiley** has received irrevocable commitments from the principal shareholders of **Blackwell Publishing** to sell their shares to **Wiley**. The companies anticipate that the transaction will close early in 2007. Based in Oxford, **Blackwell Publishing's** revenue in 2005 was approximately £210 million, or \$380 million, which is about the same as **Wiley's** global Scientific, Technical and Medical (STM) business. **Blackwell's** publishing programs include journals, books and online content in the sciences, technology, medicine, the social sciences and humanities. **Blackwell Ltd.**, the book library service and retailing business, is a separate entity and is not part of the acquisition. "The combination of **Blackwell Publishing** and **Wiley**, two of the world's most respected global publishers, is a rare opportunity with highly favorable, long-term strategic implications," said **William J. Pesce**, **Wiley's** President & Chief Executive Officer. "We look forward, with genuine enthusiasm,

to collaborating with our new colleagues at **Blackwell Publishing**. Together, we will deliver even greater value than we could as separate entities to all stakeholders — our customers, authors, society partners and shareholders. The combined business will publish approximately 1,250 scholarly peer-reviewed journals and an extensive collection of books with global appeal. This deep reservoir of must-have content will be delivered to customers in print and electronically, advancing our goal of providing more access to more content to more people than ever before in the history of the two companies." **Rene Olivieri**, CEO of **Blackwell Publishing (Holdings) Ltd.**, added, "Combining **Blackwell** and **Wiley**, with our complementary strengths, presents a unique opportunity to create a global publishing business with deep strength in every major academic and professional field. Furthermore, there is outstanding cultural compatibility between our two firms that will not only smooth a successful transition to a single business, but also provide a platform for enhanced capabilities for the publishing partners and customers of the combined companies." **Nigel Blackwell**, Chairman of **Blackwell Publishing (Holdings) Ltd.**, said, "**Wiley** and **Blackwell** are two great firms sharing the same cultural values, and in particular, a common publishing ethic. Marrying them together makes perfect sense both commercially and for the benefit of the global academic and professional community." **Blackwell Publishing** was formed in 2000 as a result of the merger of **Blackwell Science** (founded in 1939) and **Blackwell Publishers** (founded in 1922). **Blackwell Publishing** was advised by **JPMorgan CAZENOVE** in relation to this transaction. Founded in 1807, **John Wiley & Sons, Inc.** provides must-have content and services to customers worldwide. **Wiley's** core businesses include scientific, technical, and medical journals, encyclopedias, books, and online products and services; professional and consumer books and subscription services; and educational materials for undergraduate and graduate students and lifelong learners. **Wiley** has publishing, marketing, and distribution centers in the U.S., Canada, Europe, Asia, and Australia. **Wiley's** European operations are based in Chichester, U.K. The Company is listed on the New York Stock Exchange under the symbols **JWa** and **JWb**.
www.wiley.com.

Can you believe it — the news of **Wiley** and **Blackwell Publishing**? I know if **Papa Lyman** were alive he would have seen it coming. Why else would his long-time friend and cohort, **John Chambers**, have jumped ship from **Wiley** to **Blackwell Publishing**? Okay, **Lyman**, don't laugh too loud up there!

And from down here at **liblicense** an **Important Message to All Wiley InterScience Customers** — Following the Friday, November 17th, announcement of the planned acquisition of **Blackwell** by **Wiley** and the merger of **Blackwell** with **Wiley's** STM division, **Blackwell** and **Wiley** wish to assure their journal customers that this will have no effect on their 2007 orders. 2007 subscription prices will remain as announced and published in

their respective price lists. Pricing for licensing online access to journals for 2007 is also unaffected. **Wiley** licenses will not include **Blackwell** journals and vice versa. All orders and inquiries should be sent to your usual contacts at each publisher.

And the following also appeared on **liblicense** and **ARL-Announce** — **John Wiley and Sons** recently announced its plans to acquire **Blackwell Publishing**, a publisher of scientific, technical, and medical (STM) journals, for a price of \$1.08 billion. This increase in concentration in an already concentrated market is cause for substantial concern on the part of the library community. The combined company will control more than 1,200 titles, many of them scholarly society journals. The **Information Access Alliance (IAA)**, representing the **Association of Research Libraries (ARL)**, the **American Library Association**, the **Association for College and Research Libraries**, the **American Association of Law Libraries**, the **Medical Library Association**, **SPARC**, and the **Special Library Association**, wrote to the **US Department of Justice** on November 29 asking that they act to issue a second request for information from the two companies and review the market and the merger. The **IAA** letter to the **Department of Justice** is available on the Web at <http://informationaccess.org/wiley.blackwell.pdf>. The **IAA** is deeply concerned that this transaction will exacerbate market dysfunctions and result in further reduction in access to critical research information that fuels the entire higher education and research enterprise. Both **John Wiley and Sons** and **Blackwell Publishing** currently use bundled pricing models; a recent study by **ARL** gathered data from its member libraries documenting that bundling practices reduce customer choice, hurt small publishers, and create barriers to entry (see <http://www.arl.org/newsltr/245/bundle.html>). Information on publisher mergers and related antitrust issues is available on the **Information Access Alliance Website** <http://www.informationaccess.org/>.

I tell you. Isn't it an exciting time to be in this industry? I think that **Arnold Schwarzenegger** picked the wrong second profession.

More from liblicense. Another acquisition has taken place, albeit on a much smaller scale. **Grey House Publishing** acquired the Toronto based, **Micromedia Directory** division of **ProQuest**. This group produces the **Canadian Almanac**, the **Canadian Library and Association Directories**, and several other products. The entire product line makes up the **CIRC** online data platform. **Dick Gottlieb** <rhg@greyhouse.com> of **Grey House** says, "It's our intent to maintain and grow this company with new Canadian product, while providing a mechanism for marketing appropriate **Grey House** titles up north. Sales and Editorial activities will be maintained in Toronto at the 20 Victoria St. location.

I told you there was still more! Keep reading! In a deal with **Brill**, **Walter de Gruyter** has with immediate effect bought the entire **Mathematics list** consisting of six journals

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Take a closer look at....

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Rumors from page 8

and approximately 150 individual book titles. All publications appear under the imprint of **VSP** and will be added to **de Gruyter's** existing list of Mathematics titles, which also includes the prestigious *Journal für die reine und angewandte Mathematik* ("CRELLE'S JOURNAL"). **Matthias Wahls**, is Business Development Manager of **Brill**. **Wolfgang Boettner** is Publishing Director, Medicine and Sciences of **Walter de Gruyter**. For more than 250 years, the independent scientific publishing house **Walter de Gruyter GmbH & Co. KG, Berlin & New York**, has published titles ranging from the humanities, medicine, and biosciences to law. **De Gruyter** publishes more than 500 new titles every year, half of them in English, approximately 92 journals, and a variety of digital products. In 2006, **Walter de Gruyter GmbH & Co. KG** acquired **K. G. Saur** and **Max Niemeyer**, creating one of the largest publishing houses in Continental Europe. Founded in 1683 in Leiden, the Netherlands, **Brill** is an international academic publisher in the fields of Ancient Near East and Egypt; Middle East and Islamic Studies; Asian Studies (**Hotei imprint**); Classical Studies; Medieval and Early Modern Studies; Biblical and Religious Studies; Social Sciences; Biology; Science (**VSP imprint**); Human Rights and Public International Law (**Martinus Nijhoff imprint**). With offices in Leiden and Boston (MA), **Brill** publishes more than 100 journals

and around 500 new books and reference works each year. In addition, **Brill** is a major provider of primary source materials online and on microform for researchers in the humanities and social sciences through its imprint **IDC Publishers**. In principle all publications are available in print or microform, as well as in electronic form. Customers are academic and research institutions, libraries, and scholars. **Brill** is a publicly-traded company and listed on **Euronext Amsterdam NV**.

www.brill.nl

www.degruyter.com

Whew again! And there's still more!

A couple of great people have moved their allegiances. First, the awesome and wonderful **Tommy Smith** (what will we do without him?) has left **EBSCO Publishing** effective November 17, 2006. **Tommy** has accepted a position with **Elsevier**. He says that he will no longer be calling on libraries. His focus will be working to license content to corporations through **Elsevier's Health Sciences Division**. **Tommy** says in the meantime, we should continue to work with the fantastic **Lainie Brown** and, for **EBSCOhost** product information, proposals, and trials through the wonderful **Steve O'Dell**. Still, we will miss **Tommy** and wish him much success in his new position!

And another **Elsevier** inductee — the fabulous **Mike Tuckerman** (once of **Thomson/ISI**). Gosh again!

And speaking of **Elsevier**, the energetic **Kirsten Steele** <kirstin.steele@citadel.edu> and a bunch of us had a delightful evening in

Charleston with the perfectly charming (all of them) **Rumela Mitra** <r.mitra@elsevier.com>, **Eugene Quigley** <e.quigley@elsevier.com> and **Bruce Cary** <b.cary@elsevier.com>. Much fun was had by all!

And, guess what, our keynote speaker at the **27th Charleston Conference** will be **Andrea Wiley** of guess where? More news coming up!

The **26th Charleston Conference** is over. But of course we are gearing up for the **27th**! Can you believe it? At the last Conference, the astute, wonderful, and fortune-teller-like, **Ann Okerson** <ann.okerson@yale.edu> suggested the Theme for 2007 of **Penguins, Hedgehogs. Sort of like Scissors, Paper, Rock. Or Rocky and Bullwinkle. Or Mutt and Jeff?** Pretty cool! Please send us ideas for the **27th Charleston Conference**. We will like them. I promise! <http://www.katina.info/conference/>

We greatly missed the incredible **Jack Montgomery** <jack.montgomery@wku.edu> at the **2006 Conference**. This was the first **Charleston Conference** that **Jack** has missed since he started coming in the nineteen eighties! As some of you may know, **Jack's** wife **Lesley** has not been well and he just couldn't leave her. Thankfully, **Jack's** co-presenters, **Roxanne Spencer** and **Elizabeth Knight** carried on without him. But we really missed **Jack's** charming emcee-ing! Next year, **Jack!** And be sure and bring **Lesley**!

And, speaking of **Jack**, another awesome colleague who all of us know and love, **Bryan Carson** <bryan.carson@wku.edu> has published his book -- **THE LAW OF LIBRARIES AND ARCHIVES** (Scarecrow Press). **Bryan** says that many of the ideas started their lives in *Against the Grain* as part of his **Legally Speaking** column. I have ordered my copy. Have you?

Jen from **MarketData** called me the other day about an interesting database. But the most interesting thing I learned was about **Jen** and how she used to work with the fabulous **Sid Epstein** (of **Pat Schuman** fame). What a small world we work in!

The incredible **Heather Miller** <hmiller@uamail.albany.edu> and her handsome husband **Norman** took some pictures at the **26th Charleston Conference**. They will be loaded (soon I hope) on the **Conference Website** — www.katina.info/conference.

Also to be loaded are pictures which the johnny-on-the-spot **Tom Mulak** <tmulak@liebertpub.com> of **Mary Ann Liebert Publishing, Inc.**, took at the Conference. **Tom** is a professional photographer and you can tell for sure.

Sorry that we had bad weather on the Tuesday before the Conference started. It was fun moving things in and out and trying to get some meetings in order. **Charleston** definitely floods when it rains the way it did that day. Oops! But I don't know what we would have done without the help of **John Perry Smith** <jps@totalinformation.com> who moved bags, boxes, and anything else.

And speaking of a neat guy — did you see

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Chuck (Hamaker) in his tin foil hat? If you didn't stay over on Saturday you missed it. **Chuck** was distressed that more people didn't know about the tin foil hat but I told him that was what **Google** was for.

Did you enjoy the **Chuck** <cahamake@email.uncc.edu> and **Tony** <ferguson@hkucc.hku.hk> show at the end of the **2006 Charleston Conference** as much as I did? The technique of getting the audience involved was fun and masterful. We hope to have the items posted on the **Conference Website** shortly. Plus **Tony's BackTalks** as well.

And, getting back to tin foil hats, **Anthony Watkinson** <anthony.watkinson@bopen-world.com> did NOT wear one. **Anthony** won the very first **ABC-Clio Vicky Speck Leadership Award** the first day of the **Conference**. The Award was conferred by **Ron Boehm** <rboehm@abc-clio.com>, President and CEO of **ABC-Clio**. Thanks to **Ron** and to **Anthony** for their leadership! And, looking forward to next year!

Met **Heidi Hoerman's** <hoerman@sc.edu> new hubby **Bill** at the **Conference**. He is way cool as my daughter would say. Did you know that **Bill** and **Heidi** met over the Internet? Like **Wow!**

And I heard from the incredibly entertaining **Chris Beckett** <chris@scholinfo.com> that he and **Simon Inger** are closing their consulting company. They were doing some great things. To be continued. Watch these pages.

John <John.E.Cox@btinternet.com> and **Diane Cox** recently visited in **Charleston** for a holiday. We had a delightful time catching up and remembering. Did you know that **John** and **Diane** met in publishing many years ago. The incredible **John** has also started writing a new column for **ATG**. See this issue, p.72. I told him we could call it **Deep Throat**. But that's not what it's called right now. Still, wait and see!

Met **Todd Carpenter** <tcarpenter@niso.org> at the **Conference** this year. **Todd** is the Executive Director of **NISO** and promises to keep us updated on **NISO** and standards issues! In fact, he has an article in this issue, see p.79, regarding the work of the **Joint NISO/ALPSP Journal Article Version Working Group**.

Was talking to the dynamo **Beth Bernhardt** <beth_bernhardt@uncg.edu> over the holidays. Her daughter **Anna** has been accepted at **UNC-Asheville**! And **Beth** is thankful that she had bought a **UNCA** sweatshirt and mug for her daughter for Christmas. Who says mothers aren't psychic?

Went to **New York** before Christmas./Hanukah/Kwanza with my daughter, **Ileana** who had never been to **New York**. What a zoo but what fun! I love **New York**. It is bursting with energy and vitality. Visited **JoAnne Sparks** <sparksj@mskcc.org> at **Memorial Sloan Kettering Cancer Center Library** in **Manhattan** and **Mary Ann Liebert** <mlielbert@liebertpub.com> in **New Rochelle** not far away.

Much fun was had by all. Be sure and look for our interview with **JoAnne** in an upcoming issue. She is a real innovator.

Albert Henderson <chessNIC@compuserve.com> sends word of recent posts on the **STS-L (ACRL Science and Technology Section Discussion List)** by **Iowa State librarians**. The post is about quality problems with **Google Books** and **Google Patents**. **Gene Waddell** <waddelle@cofc.edu> has also found similar problems with **Google Books**. Talking specifically about **Google Patents**, the librarians (**Steve McMinn & Lorrie Pellack of Iowa State University**) "encourage use of a resource for some purposes, but also ... emphasize that comprehensive searches are best done by other methods." lists.ala.org/www/info/sts-l
Archives: lists.ala.org/www/arc/sts-l

Speaking of which, the latest **LIS-news** (1-4-07) has this tidbit: **Librarian: One of Best Careers for 2007**. Maybe we shouldn't retire yet! I'm sure not!
lisnews.org/article.pl?sid=07/01/03/1359221
filipinolibrarian.blogspot.com/
www.usnews.com/usnews/biztech/articles/061218/18career.intro.htm
filipinolibrarian.blogspot.com/2007/01/librarian-one-of-best-careers-for-2007.html

IXIASOFT, an XML content management market leader, has announced that **Isilon® Systems**, a leader in clustered storage, has chosen the **IXIASOFT DITA CMS Framework** to support and streamline their **DITA-based** documentation process. **IXIASOFT's DITA CMS Framework** was selected for its native **DITA** support, complete feature set and flexible approach to deliver a solution that fits with their existing processes. The **IXIASOFT DITA CMS Framework** is a robust technical documentation management solution designed specifically to manage **DITA content**. Based on **TEXTML Server**, **IXIASOFT's** native XML repository, the **DITA CMS Framework** fully leverages the XML structure of all content, including **DITA** topics, maps and images — stored and managed by the application. Features include: a fully integrated XML editor (in this case, **XMetaL** was selected for its user-friendliness and **DITA** support), a **WYSIWG** map editor, advanced searching, workflow support, version control, link management, binary file manipulation and multi-format publishing capabilities.
www.ixiasoft.com

Version 66 of the useful and exhaustive **Scholarly Electronic Publishing Bibliography** is now available. This selective bibliography presents over 2,830 articles, books, and other printed and electronic sources that are useful in understanding scholarly electronic publishing efforts on the Internet. The **SEPB URL** has changed: <http://sepb.digital-scholarship.org/> or <http://www.digital-scholarship.org/sepb/sepb.html>. There is a mirror site at: <http://www.digital-scholarship.com/sepb/sepb.html>

The energetic **Kim Steinle** <ksteinle@dukeupress.edu> sends word that **Duke University Press** has announced its support of the

International Network for the Availability of Scientific Publications' (INASP) Programme for the Enhancement of Research Information (PERI), an initiative dedicated to increasing access to knowledge in the developing world. Beginning in 2007, all **Duke University Press** journals content will be made available online at heavily subsidized rates to selected institutions in the developing world that meet **INASP** qualifications for participation. An international nonprofit development charity with programs dedicated to capacity building in the research sector of developing and transitional countries, **INASP** has been establishing access to information and providing support and training to the developing world since 1999. One of its many programs, **PERI** supports research by facilitating access to global information and supporting publication of in-country research findings. It also provides information skills training for researchers, practitioners, librarians, and publishers. **Duke University Press** publishes approximately 100 books annually and more than 30 periodicals in a wide range of disciplines within the humanities and sciences. The press also offers the **e-Duke Scholarly Collection**, a set of 29 humanities and social science journals hosted online by **HighWire Press**.
www.dukeupress.edu/library

And, speaking of energy, this issue of **ATG** is guest-edited by the bam-zowie **Karen Christensen** <karen@berkshirepublishing.com> who has collected some incredible papers to help us put the changes in our world in perspective for the future. Thanks to **Karen** for her hard work on this issue in the middle of travels and vacations for everyone!

Was recently talking to the appealing **Evelyn Fazio** <emfazio@earthlink.net> —remember **Evelyn**? We interviewed her when she was at **M.E. Sharpe** (see **ATG**, v.12#4, Sept. 2000). **Evelyn** is now a literary agent in **New York**! She says she may be at **ALA** in **Washington** in **June**. I'm looking forward to seeing her.

Speaking of interviews in **ATG**, remember the one we did way back when (v.7#5, June 1995) with **Mary Ann Liebert**? Talk about a dynamo. I was riveted by her talk in **Charleston**. I have forgotten about the **Unabomber** and also about many of the "dearly departed publishers" that she listed. Her talk from the **2006 Charleston Conference** is available at www.katina.info/moodle. Check it out!

Speaking of **MAL** (above), she recently sent me the following commentary "When Should Information Be Free? 'Open Access' Plan in Congress Would Create Another Governmental Boondoggle" by **Dan Gainor**. **Gainor** says this plan won't work. "... because the new open access system replaces the free market of ideas with patronage."
www.businessandmedia.org/commentary/2006/20061213150602.aspx

Speaking of open access and the work that publishers do to get articles/information out there — I am "sort of" a publisher (**Against the Grain** and all that) and I find myself con-

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flicted in this debate. I am both a publisher and a librarian, after all, I like free information but I know firsthand that information is not free to produce or to maintain or to distribute. Whether it is in print or online. You heard it here. Anyway, why am I bringing this up? Because. We at *ATG* headquarters (my spare bedroom) are already working as far out as the November issue of 2007! I just had an email from the fantastic **Pam Rebarcak** <pam.rebarcak@wmich.edu> and her colleague **Sheila Bair** who are hard at work on the **February issue 2007**, coming up, on **metadata and collections**. And that's just the next issue. This issue isn't finished yet! Plus we have other issues coming up on the **eBook landscape and acceptance and Licensing issues**. Plus **Margaret Landesman** <margaret.landesman@library.utah.edu> (be sure and read her great **fable**, this issue, p.52) is working on an issue regarding **public libraries**. Your *ATG* team. Hard at work.

This is from **LISnews.org** December 29, 2006 — **Vassar College Library** has done a survey regarding how the library is being utilized by faculty and students and what resources are being used. Though the response rate was not sizeable, it is still an interesting snapshot of student library use. And all of us are interested in that!
library.vassar.edu/about/facstusurveys.pdf

And visiting **Vassar College Library's Website** got me to thinking about the glorious **Betty Oktay** and her doubly glorious husband **Sevgin**. How we missed them this year in **Charleston!** I guess retirement does that. We miss you, **Betty and Sevgin**, wherever you are gallivanting around the globe!!

And speaking of retirees and gallivanting, got the most wonderful holiday note from the delightful **Tove Rosado**, retired from the **University of Connecticut** several years ago. Alas, I cannot find the note to tell you all the places that **Tove** has been traveling but I will tell you that she is still reading *ATG* and says she loves keeping up with all that is happening in our world(s)!

Got another delightful note from the incredible **Jack Walsdorf** <jackjuno@teleport.com>. Actually it was a note plus a wonderfully printed quotation celebrating the joy of reading and the magic of the season from the great English author and leader in the Arts & Crafts movement, **William Morris**. What a delight. **Jack** has really been gallivanting from Oaxaca, Mexico (where he just missed the revolution) to Wisconsin (Green Bay, New Holstein, Kiel), to Philadelphia, Delaware, and Omaha Nebraska where both **Jack** and **Neil Shaver**, the printer from Iowa, did talks at the opening of an exhibition of **Neil's Yellow Barn Press** books at the **University of Nebraska** in Omaha. Sounds like the place to be!

What else? Got another note from **Jennifer Arnold**, the winner of the **Rachel K. Schenk Memorial Scholarship** in 2006. **Jennifer's** wonderful essay will be published in an upcoming issue of *ATG*. Hope you had a chance to meet **Jennifer** when she was in **Charleston** at

the **Conference** in November!

And, speaking of **Jack Walsdorf** <jackjuno@teleport.com> and the **Rachel K. Schenk Scholarship**, we have one last year of the scholarship so sharpen your pencils and get to writing!

This **holiday** besides having a house full of company (son **Raymo** and daughter-in-law **Lindsay**), my daughter **Ileana** and her boyfriend **Matthew** plus two dogs running all over the house) requiring cooking, cleaning, shopping, and sightseeing, I finally read **Simon Winchester's The Professor and the Madman: A Tale of Murder, Insanity, and The Making of the Oxford English Dictionary**. Definitely worth a careful read. Now I have more books added to my list of must-reads.

Another **good author** who I am hooked on is **Sarah Caudwell** who has written four charming English mysteries. The mysteries are driven by letter-writing. Remember that? Very charming. Unfortunately, **Sarah Caudwell** is no longer with us so we have only four captivating mysteries to remember her by. Have any of you discovered her?

The **2006 Charleston Conference** got some great press in the November issue of **DataLink**, newsletter of the **Colorado Alliance of Research Libraries**. Besides coverage of **The Charleston Advisor's Evaluating Electronic Resources Preconference**, **DataLink** noted that several other **Colorado Alliance** members made presentations (**Yem Fong** and **Paul Moeller** from **CU Boulder** and **Michael Levine-Clark** from the **University of Denver**). **DataLink** will no longer be published in print form after the November 2006 issue. Beginning in 2007, there will only be an electronic version currently available on the Web at www.coalliance.org.

This came on the **ALACouncil listserv** — An article on **Yahoo** entitled "**Library Takes Novel Approach to Romance**" (Wed, Dec 20, 8:18 AM ET, **CANBERRA** (Reuters)) — Seems that a the **state library of Victoria** in **Melbourne** introduced **dating with a literary twist** after the idea was raised at a staff party. People must bring a book they either like or don't like to start the conversation. "It's speed dating with books. It's designed to bring book lovers together," the library's project manager, **Jackie Felstead**, told **Reuters**. The library's first event was quickly sold out with 52 book lovers taking part, and 13 couples linking up for further dates. More such speed-dating nights have been scheduled in 2007. You read it here. Collection Developers, take note!
news.yahoo.com/s/nm/20061220/od_nm/australia_library_dc_2

Got the most wonderful letter from **Clara Mae Chittum** <ruudandem@hotmail.com>, a long-time library friend and acquisitions librarian who worked at **MIT**, I think it was, way back when. You'll remember that many years ago **Clara Mae** got married and moved off to various places in Europe where she worked as a librarian. She and husband **Ruud** are now living in **Biddenham, UK**, and traveling everywhere. Sounds like quite a life! **Clara Mae** says she has finally retired so she can really travel. **Ruud** works at **Unilever**

on the **Ice Cream Category** team. He has to take biweekly or weekly trips to **Rome!** I tell you, some people have all the luck! And **Clara Mae's** newsy letter is full of more stuff, so write her to find out more! ruudandem@hotmail.com

Was just reading in the **Charleston Post and Courier** that **Murder, Ink**, on Manhattan's Upper West Side closed its doors on Sunday, December 31. **Murder, Ink** which had been in business for 34 years cited rising rents (if you think your rent is bad, imagine \$18,000 a month!).

Ingram Industries Inc. has announced its acquisition of **Coutts Information Services** and its **MyiLibrary** affiliate — heralding **Ingram's** entry into the academic library supply business. **Coutts** is based in the United Kingdom and has offices in the United States, Canada and Holland. The company specializes in book and electronic content supply to academic, government, corporate, public and institutional library and information sectors. In August, **Coutts** was awarded a major three-year contract with **Stanford University** to provide comprehensive approval plans (with an integrated eBook service). **Coutts** will supply over 50,000 titles to the university annually. **Coutts** also recently contracted with the **University of Toronto** to supply electronic content through the **MyiLibrary** platform, in addition to the existing approval plans. **John R. Ingram**, Vice Chairman of **Ingram Industries Inc.**, welcomed the **Coutts** team and said the marriage will offer a high level of service and expertise to academic librarians. "This is a market we have never before served directly," **Mr. Jim Chandler**, President and CEO of **Ingram Book Group**, noted the impressive range of services provided by **Coutts** in North America. "This rounds out our service to academic and professional libraries throughout North America." The **MyiLibrary** announcement follows **Ingram's** recent acquisition of **Vital Source Technologies, Inc.** of Raleigh, North Carolina. **Vital Source** is a provider of digital content delivery solutions in education and professional learning environments. **James Gray** is CEO of **Coutts**. **Coutts** will continue operations at its current locations in Canada, the U.S. and Europe. **Ingram Industries Inc.**, based in Nashville, Tennessee, is one of America's privately held companies. It consists of diversified businesses in distribution, marine transportation, aggregate supply, and digital fulfillment services. **Ingram Industries Inc.** includes four operating divisions: **Ingram Marine Group**, **Ingram Book Group**, **Lightning Source Inc.** and **Ingram Digital Ventures**. **Coutts** is based in Ringwood in the United Kingdom. The company's services include the supply and full shelf-ready processing and cataloging of print monographs, the provision of standing order and approval plan services along with full seamless ILS integration covering both print and electronic content. **Coutts** supplies services to over 5,000 customers in more than 100 countries. www.couttsinfo.com/en/news/Ingram.htm

A little birdie told me that **Bob Nardini** is leaving **YBP** after many years (is it 21?)

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and going over to **Coutts!** Hope to have more information shortly!

And, speaking of Charleston regulars, **Janet Flowers** and her husband are off to Calgary to visit grand kids for several weeks. I am jealous!

Blackwellian and Oberlin alum **Scott A. Smith** <Scott.Alan.Smith@Blackwell.com> has created an endowed fund for the **Mudd Library** in honor of emeritus professor of German **Sidney Rosenfeld**. The fund supports purchase of library materials in German, including scores.

And we have TONS of meeting reports from the **2006 Charleston Conference** thanks to the thorough and hard-working **Ramune Kubilius** <r-kubilius@northwestern.edu> and **Heidi Hoerman** <hoerman@sc.edu>! The reports will begin running in the **February** issue of **ATG**. Stay tuned.

The glib-penned **Tom Leonhardt** spoke glowingly about our old pal, **Fred Lynden** in **ATG**, v.18#4, Sept. 2006). And, guess what, we heard from **Fred** a few weeks ago! He sent us a meeting report all the way from Russia! See this issue, p.78.

SirsiDynix has signed a definitive agreement to be acquired by **Vista Equity Partners**, a \$1 billion private equity firm focused solely on investing in software and technology-enabled businesses. Terms of the agreement were not released. The deal was expected to become final in mid January. www.sirsidyndix.com/
www.vistaequitypartners.com

The awesome **Ann Okerson** wrote recently on **Liblicense**, that while **Sally Morris** is retiring from **ALPSP**, she is hardly leaving the scholarly communications world, as she will

be editing the journal **Learned Publishing** and bringing to it the same kind of thoughtfulness and excellence we have come to expect from any **Sally Morris**-led activity. Hear-hear!

Emerald Group Publishing is celebrating forty years in academic publishing in 2007. This milestone will be celebrated throughout 2007 and will include special events at Conferences as well as a new program for library science students, expanded offering of awards and the launch of eight new journals. Emerald was established in 1967 by a group of senior academics who, dissatisfied with the international publishing distribution outlets of the time, formed **MCB University Press**, an alternative publishing house that focused on niche management disciplines including strategy, change management and international marketing. In 2001 **MCB University Press** adopted the name **Emerald** as its new organizational identity, stemming from the working title of its flagship product **Emerald (the Electronic Management Research Library Database)**. www.emeraldinsight.com

Recently got an email from **Matthew Ismail** <mdismail@aucegypt.edu> Head of Collection Development at the **American University in Cairo**. Matthew was asking for advice on formulas for allocating funds for book purchases. With the rise in electronic resources, he is finding that the old established ways of judging the adequacy of electronic holdings is quite primitive. He is writing an **Op Ed** for a future issue of **ATG** and would like advice from any of us! By the way, he says that it's about 60 degrees and sunny in Cairo right now, about 50 degrees at night, which is usual for the winter. Recently, they were riding the shuttle up the corniche along the Nile and could actually see the **Pyramids** over in Giza. Given the level of pollution in Cairo, he says that's unusual. Stay tuned for the **Op Ed** and contact **Matthew** if you are so inclined.

World Book, Inc. has announced the appointments of **Patti Ginnis** to chief marketing officer and **Ben Hinton** to managing director of international sales.

Ginnis has more than 15 years of experience in marketing and a strong background in the educational reference publishing industry. Most recently she was senior vice president of sales and marketing for **Encyclopedia Britannica**. She holds a B.A. from **Illinois State University**. Before joining **World Book**, **Hinton** worked in roles of increasing responsibility for the global reference publisher **Thomson Gale**. He began his career at **Thomson Gale Australia** (now **Thomson Learning Australia**) managing customer and product matters throughout the Pacific Rim. He also has held technical sales roles in the U.S. and marketing and sales management roles, where he was responsible for increasing **Gale's** international market share, revenue, and customer awareness for both print and digital products. **Hinton** holds a bachelor's of Information Technology (Commerce) from **Australian National University**. **World Book** celebrated its 90th anniversary in 2007.
www.worldbook.com/

The **International Association of Scientific, Technical & Medical Publishers (STM)**, a publishing trade association, has issued a position statement on 'The Use of Orphan Works.' An orphan work is a copyrighted work for which the user can't identify and/or contact the legitimate holder ("copyright owner") to obtain permission to use the work. Because of this difficulty, orphan works risk exclusion from the cycle of creation and exploitation, since users may choose non-use over the risk of liability for copyright infringement. **STM** believes that reasonable solutions can be found to solve these problems and that good faith efforts to locate and obtain permission

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Beyond Boundaries ... from page 1

that all **ATG** readers will welcome his cogent presentation.

David Levinson, who conceived the first of **HRAF's** electronic publications, the **Cross-Cultural CD**, and then led the early development of **E-HRAF** during his 20-year tenure at the Human Relations Area Files at **Yale** before joining me in starting **Berkshire Publishing**, explains why anthropology provides an ideal framework for the integrative, interdisciplinary, global scholarship that is so much needed today, in "Thinking Globally: The Benefits of Interdisciplinary Publishing."

From the UK we have two angles on the book and information world. **Richard Char-kin**, chief executive of **Macmillan**, a dynamic and innovative British publisher whose domain includes *Nature* and *Scientific American* as well as major academic and trade book publishers, explains some of today's business challenges and his ideas about what lies ahead. And

Tim Coates, former managing director of the bookshop chain **Waterstone's**, provides an overview of the current crisis in UK public libraries.

My own article "Social Media Simplified" also has a UK connection: my first job in "social media" was sitting on the floor in a flat in Kensington, sorting through thousands of letters exchanged between **T.S. Eliot**, his first wife, and his friends and colleagues. Here, I offer a new way of thinking about today's flood of new social media — Weblogs, wikis, memediggers, and more — with an emphasis on the underlying issue of what these tools are actually for. In a related article, **Dave Pol-lard**, who writes extensively about knowledge innovation, makes the case for information professionals' future role in "reintermediation" (as opposed to disintermediation, the idea that we need to get of the layers between front-line people and useful information). His article, "From Collection to Connection," also examines new social media tools that will help librarians in this new role.

Finally, we come back to the reference desk,

as **Eric Calaluca** of **Reference Universe** explains the first technology designed specifically to integrate print and online collections, and librarian **David Tyckoson** presents the ten great innovations in libraries over the centuries.

These articles show that what really counts is new perspectives and a willingness to try new things and break down boundaries — whether in business practices or organizational structure or the publishing and library supply chain. But these authors are not blind followers of the latest technology slogan, and show a consciousness of the need to blend effectively the best of past and present knowledge — so we can help readers to face the considerable challenges of the future. 🌱

It's worth noting that five of the eight authors of this issue's features are also bloggers. All of us welcome your comments on the ideas presented here, and our Weblogs' details are listed with the articles. — KC

portion spent on books has fallen from 12 percent to 6 percent. Books are no longer regarded as the lifeblood of the library service. We are told over and over again that "libraries are about a great deal more than books."

Indeed, a report by consultants **PricewaterhouseCoopers** advising the British government in its quest to "improve life in communities" describes a "public library service" that is "focused on the optimum way of commissioning lifelong learning outcomes for local communities, rather than on traditional 'bricks and mortar' library services" and says that such a service "creates opportunities for radical new thinking on delivery vehicles within this sector ... [that encourage] a range of alternative providers, expertise, and new ways of working ... maximising resources on frontline delivery, and making the services much more responsive to existing users, and bringing in new users."

So public libraries in the United Kingdom find themselves caught between two extreme alternatives. On the one hand there is the view expressed by the **PricewaterhouseCoopers** report, which says book stocks don't matter because libraries are about seeking "learning outcomes," and on the other there are those who say the decline in book stocks signals the end of civilization. And meanwhile, the book stocks keep on declining, so that when you go into a library nowadays, it may be that all you will find are some old dog-eared copies of titles you wouldn't ever want to read.

The problem is that because in the United Kingdom libraries are funded by the government, and those funds are awarded without any reference to any measure of performance, it is possible to define what library policy should be without having to take into account the public response to what is done. If people don't borrow books, no one necessarily investigates why, and so those holding the purse strings are just as likely to decide that society has changed and people no longer wish to use libraries as to recognize the real cause — that there were no books they wanted to borrow.

The Good Library Campaign

I have attempted, through the Good Library Blog (www.goodlibraryguide.com/blog/), to call attention to the terrible position public libraries (university libraries are another story; my efforts, I must stress, are focused on public

against the grain people profile

Management Consultant and Advocate for Public Libraries
<timcoatesbooks@yahoo.com>
Weblog: www.goodlibraryguide.com/blog

Tim Coates

BORN & LIVED: Old England.

EARLY LIFE: I am still in my early life.

FAMILY: Wife, **Bridget Cave**, two sons: **Sam** writes for *The Times of London*; **Olly** is an internationally known cellist.

EDUCATION: University College, Oxford; University of Stirling.

FIRST JOB: Theatre designer.

PROFESSIONAL CAREER AND ACTIVITIES: Managing director of **Sherratt & Hughes**, of **Waterstone's** bookshops, and of the English book chain **WHSmith** in Europe; library management consultant.

IN MY SPARE TIME I LIKE: Reading and listening to my son's cello.

FAVORITE BOOKS: 19th-century government papers.

PET PEEVES/WHAT MAKES ME MAD: Bad writing in official documents.

PHILOSOPHY: Keep trying!

MOST MEANINGFUL CAREER ACHIEVEMENT: *Patsy, the story of Mary Cornwallis West* published by **Bloomsbury**. I also hope I have made a difference to the standard of bookselling.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: UK public libraries have an even higher standard of service than that which has been achieved in commercial book selling. 🐼

libraries) have found themselves in and to provide a forum for people to discuss what is happening. Independent publishers and well-known authors such as **Susan Hill** and **John Cunliffe** are using the blog to bring pressure to bear on those in power. **Susan Hill**, in fact, has taken the issue to the national papers. An article that appeared in the *Guardian* on 11 September 2006 describes her as "accus[ing] senior managers of public libraries of abandoning their commitment to books and manoeuvring to turn library buildings into social centres" and quotes her as saying, "They have been actively trying for years to get rid of books and introduce almost anything else."

But no one had the right to decide, arbitrarily, that books are a thing of the past. No one has asked the public how they feel about the matter, and whenever the **British Parliament** has expressed a view, it has certainly not been to this effect. No one would ever expect them to ask for books to be removed from libraries.

As a management consultant, furthermore, I take issue with **PricewaterhouseCoopers's** misguided conclusions (not to mention the jargon-rich language in which those conclusions are expressed). There are perfectly sensible models for an efficient and popular public library service that make use of the supply chain methods used now in book retailing. Proper use of modern systems would substantially increase the numbers of books bought and the quality of the collections offered. Libraries are about books for reading, access to the best sources of informed information, and provision of places for private, dignified study and reading. They do not need radical new thinking on "delivery vehicles," although they might need a few new trolleys — once they boost their collections a bit. 🐼

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should be encouraged. As both producers of copyrighted works and users of orphan works, publishers are experienced both in administering and granting permissions as rights-holders and in trying to obtain permission from other rights-holders. The **United States Copyright**

Office has recently recognized the problems of 'orphan works' that authors, libraries, and other institutions are seeking permission to reuse and similar issues are being raised in the **European Union**. As we all know, the astute **Michael Mabe** is CEO of **STM**.
www.stm-assc.org/documents-statement-public-co

EBSCO Information Services is recognized in the sixth annual **EContent 100**,

EContent magazine's list of the companies that matter most in the digital content industry. Providing services for the access and management of electronic journals, packages, and databases, as well as a provider of traditional print subscription services, **EBSCO** has appeared in the **EContent 100** annually since the inaugural list was published in December 2001. "Despite the steady march of consolidation and the rapid

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a rare books school and a letterpress, both in the library! The **University of Utah's Marriott Library** has moved their university press into the library to create a synergy between what they collect and what they publish.

7) Set up a Hyde Corner for books. Put out books dealing with controversial subjects and create a space for discussion. Boxing gloves optional. (Check out the forthcoming article by **Jack Montgomery** from **Western Kentucky University** on how to deal with challenged materials.)

8) Follow what St. Mark's Bookshop in New York, the Seminary Co-op Bookshop in Chicago and City Lights in San Francisco are buying. They consistently stock exciting academic and small press books AND they are still in business. Their selections could also liven up most libraries' "Leisure Reading" collections. Libraries need to take up the slack that has been left by the closure of so many independent bookstores. Encourage small presses and exciting independent publishers.

9) Set up book clubs that can meet in the library. You provide the coffee.

10) Host more live poetry and author readings in the library.

11) Get the whole campus to read a book in common. This idea has been very popular in communities around the country. **Fort Lewis College** in Durango got their campus to read *Folding Paper Cranes: An Atomic Memoir* by **Faculty Emeritus Leonard "Red" Bird**. Check it out on their library Website. It's the very model for a well run common book read. My suggestion would be *Google the Myth of Universal Knowledge: a European Perspective* by **Jean-Noel Jeanneney**. Check out the "One Book" promotion by the **Library of Congress**, a source for current and past readings

12) Start a collection of books about books. Keep them out front.

Books such as *Sixpence House* by **Paul Collins**, *A Pound of Paper* by **John Baxter** and *A Degree of Mastery* by **Annie Tremmel Wilcox** convey some of the excitement about books that students can identify with.

13) Create a permanent display about the history of printing and bookmaking. Put it where everyone can see it.

14) Start a book collection contest for students. Give prizes for the best collections.

15) Buy more audio books. Not only do people like to listen to them in their cars, some English departments are teaching them as a separate art form. This could cross over with the drama department too.

16) Keep your book sale! And keep it in the library or at the entrance. Also keep a cart of books for sale near the circulation desk where you can sell books and make more money that should be dedicated to buying more books. Solicit more gifts. It builds a rapport with your community and the alums. Some library book sales net tens of thousands of dollars. Get a student group or **Friends of the**

Library involved in managing your book sale. Local booksellers can advise you on pricing. Why sell books for a dollar when you can get so much more?

And now a few more random ramblings about books:

When a library buys a book they can keep it for as long as they want, loan it to whomever they want, with no need for licenses or renewals, and if kept properly, it will last forever.

If the book was invented now it would be considered a technological marvel. No back-lighting needed, no batteries either, rapid RAM, eminently portable.

Reading books online is to reading real books as smelling plastic flowers is to smelling fresh cut.

Digitized books are no longer books, just as digitized paintings are no longer paintings. Ceci n'est pas un livre?

The current plans for digitizing books envision books functioning as a vast database, as in **Google Print**. The book will be atomized into "information" and thus lose its coherence.

Reading was once equated with learning. We learned from reading thousands of books over the course of our educations and didn't have to run to **Google** just to find out the lowest point in the continental U.S. or the highest.

Knowledge is not the same as information. Knowledge allows us to put information in perspective. Wisdom is up for grabs, but it most likely isn't on the Web.

Having a favorite book is more important than having a favorite Website. (pace, Fark)

Think of books as a long term investment. As **Matthew J. Bruccoli** said, "A good collection of books will only grow more valuable over time and will become a magnet for research." Think if you had collected books about Iraq and Afghanistan pre 2001. There would be nothing online to rival a solid collection of books covering the history, art, religion and politics of that region.

Invite professors to teach a class in the stacks where books relevant to their subject reside. Or have them teach a class in the special collections room and let students actually handle the books. Older books are better made than today's product and can take gentle handling. If students don't get to handle rare books how will they ever gain an appreciation for them?

Studies show the number of books that academic libraries buy in common is minimal.

Some consortia report only an 8% crossover of duplicate purchases before entering into collective collection development agreements. Those duplicates are probably books that libraries want to have in their own collection. If libraries buy in their own interest they will be helping other libraries when it comes to ILL time.

Online reading comprehension is only 80% that of reading a book. Online reading is more like scanning or speed reading.

"Literacy experts and educators say they are stunned by the results of a recent adult literacy assessment, which shows that the reading proficiency of college graduates has declined in the past decade, with no obvious explanation. 'It's appalling — it's really astounding,' said **Michael Gorman**, president of the **American Library Association**. "Only 31 percent of college graduates can read a complex book and extrapolate from it. That's not saying much for the remainder." Could it be because they aren't reading books?

Recently **Ray Bradbury** was congratulated on the continued relevance of his book "Fahrenheit 451." Instead of accepting the kudos that were proffered **Bradbury** replied that his book was now irrelevant, "because no one cares about books anymore." Is this to be our legacy, the firemen of 451?

Books are uncensored. Anybody can write a book and sometimes it seems as if everybody has!

Perhaps the focus is off. Maybe it's not that books are in decline, but reading itself. In an era of email and blogs, reading and writing have become a kind of stripped down Morse code.

Maybe we've had a paradigm shift where reading and writing are now in the same category as classical music: much admired but kept alive by aficionados.

Perhaps the crisis is really about the death of reading. Without our attention books could slip away and libraries with them. Let us understand that the fate of books and libraries and thus librarians are all joined together.

Some will say that I am blowing my own horn as a book vendor, promoting books in my own interest. They are right. I am promoting my own interest, but as a reader and book lover, two things I was long before becoming a book vendor. 🐘

Rumors from page 40

clip of innovation, our list bears at least a third, if not half, of the same names from one year to the next," said **EContent Editor Michelle Manafy**. "To put this in a more positive light: Some of the truly great digital content industry players continue not only to survive, but to thrive. ... We carefully reconsidered last year's

list members and kept only those companies who we agreed continue to lead the industry. ... Only the strongest survived." The list is available in the December 2006 issue of **EContent** magazine.
www.econtentmag.com.

The **International Intellectual Property Alliance (IIPA)** praised the **World Intellectual Property Organization (WIPO)** on the 10th

continued on page 71

Little Red Herrings from page 70

you learned for no other reason than that you wanted to. Apparently making such arguments is useless on today's hi-tech, Internet savvy young people. Such arguments have gone the way of the old "drill and kill" approach to learning where you memorized multiplication tables and long passages from great literature because you needed to, because you wanted to remember them and this constant repetition worked. We've dropped that for multiple strategies and theories that do not work at all and young people in increasing numbers graduate without being able to read, write, add or subtract. But by golly, they are having fun! In today's brave new world, every child's a winner even when they lose ... or something like that.

I eventually found an old clip from a very old "The Lucy Show" show, a clip from the "Three Stooges" and a few other clips from several news programs. Some of the latter did not open. The jackass stunts revealed only that there is a sucker born every minute, as **P. T. Barnum** used to claim (**Google** him if you wish). These varied in nature from harmless stupidity to the getting-hit-where-the-sun-doesn't-shine category of painful.

Hmm. And all of this caused someone at the **Google** brain trust to shell out over a billion? I guess there is some value to finding this, looking at it, laughing about it, and sending the link to a friend at work ... only four cubicles over from you. Wow! We're not even knee-deep into the digital everything and already the Web is *less* educational than television. Now *that* is saying something!

What are we to make of all this? I mean, what to make of it other than I am obviously over fifty and surely have no sense of humor? It *may* mean that libraries do not have anything to worry about from the Web. It may also mean that this grand experiment called the Web is actually going to replace "finds" like **Walpole's**. Oh yes, I know. I'm from that terrible elitist school where education should be something, for lack of a better word, educational.

On the other hand, it very well might be something we librarians want to give some thought to. It occurred to me this Thanksgiving as I played with our first grandchild, **Allene**, who just turned one. "Dear," I could hear myself telling her a decade from now, "I had to forgo your college education fund because my job was replaced. I lost it to a site where people make fools of themselves and *record* it for all the world to see." 🐼

Endnotes

1. Portions of this article are from a chapter in my *Fool's Gold: Why the Internet Is No Substitute for a Library* (Forthcoming, **McFarland**, spring 2007).

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Rumors from page 56

Anniversary of the **Conclusion of a WIPO Diplomatic Conference** leading to adoption of the **WIPO Copyright Treaty (WCT)** and the **WIPO Performances and Phonograms Treaty (WPPT)**, which are known as the **WIPO Internet Treaties**. IIPA also commends the 61 Members who have ratified or acceded to the WCT and the 59 Members who have ratified or acceded to the WPPT. www.iipa.com.

That's it for now. More coming up in February. And **HAPPY NEW YEAR!** 🐼