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

Bruce Strauch
The Citadel

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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

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WHEN CASH COWS RUN DRY by Bruce Strauch (The Citadel)

Internet advertising and books online have cut into media companies' profits from traditional cash cows TV ads and paperbacks, leaving giants like **Viacom** and **Bertelsmann** desperate for growth. They are responding by diversification. **Bertelsmann** has been building its services division **Arvato** which runs printing presses, repairs mobile phones and stores medicine for a wide range of clients.

See—**Mike Esterl**, "Bertelsmann AG Repairs Phones? Yes, to Diversify," *The Wall Street Journal*, Jan. 11, 2006, p.B1.

JOURNALS ARE MAGAZINES, NOT HOLY SCRIPTURE by Bruce Strauch (The Citadel)

Tom Stossel, **American Cancer Society** Professor at **Harvard Medical School** decries the *AMA Journal's* demonization of drug companies and their research with specific reference to **Merck** and **Vioxx**. In the *Journal's* Manichean world view, drug companies are demons, medical academics are saints.

But, he says, many of his academic colleagues "would run over their grandmothers to claim priority for a discovery, impose their pet theory on the field, obtain a research grant, win an award or garner a promotion."

The drug companies operate under tough **FDA** review where the Korean cloning fraud — published in prestige journals — would never have occurred. Top journals can reject a lot of submissions because herd behavior gets them a lot of submissions. "That's brand creation — not science."

See—**Thomas Stossel**, "Mere Magazines," *The Wall Street Journal*, Dec. 30, 2005, p.A16

THE BLACKBERRY SPAT IS NOW THE NORM by Bruce Strauch (The Citadel)

Want to defeat a patent claim? Just find one example of "prior art" — a reference to similar technology that was publicly available. A **Rube Goldberg** cartoon defeated a patent application for a dog food dispenser that dumped food when the dog jerked a chain attached to its collar.

An inventor laying claim to bar code technology was beaten by a cover of *MAD* magazine showing a huge bar code and the caption "MAD hopes this issue jams every computer in the country." It was used to prove that bar coding was part of Americana long before the inventor's claim. The vital April 1978 issue was found on **eBay** and attached to an appellate brief.

An applicant for a patent is now required to attach examples of prior art and assist the patent office in its searches. The Web has opened up university archives, out-of-print textbooks, and international patent filings — all at the touch of the fingertips.

See—**Anne Marie Squeo**, "In Patent Disputes, A Scramble to Prove Ideas Are Old Hat," *The Wall Street Journal*, Jan. 25, 2006, p. A1.

HOT UNTIL IT'S NOT by Bruce Strauch (The Citadel)

O.J. Simpson books were hot and then they were not. Angels were hot. Then not. So how long can the *Da Vinci Code* and its ilk continue to be milked? **Doubleday** has kept it in hardback for three years! **Dan Brown** reprints are going strong along with **Da Vinci**-related subjects like **Templars**.

And now comes the movie and the paperback edition by **Anchor Books**. And the illustrated screenplay by **Doubleday**.

See — **Jeffrey Trachtenberg**, "The 'Da Vinci' Cash Cow," *The Wall Street Journal*, Jan. 28-29, 2006, p. P5.

GOOGLING GOOGLE'S BALANCE SHEET by Bruce Strauch (The Citadel)

Investors adore **Google** and are busy driving its stock price up. But they're overlooking a growing number of restricted shares and options doled out to those **Google** worker bees.

To draw talent in a competitive market, **Google** is offering a close cousin of stock options called "performance-based stock units." They are valued at the price at the time of issuance. So if those worker bees toil hard, their value rises, and **Google** is on the hook to buy them from the bees at the future higher value. The obligation is around \$600 million at this point.

See — **Gregory Zuckerman**, "Google Stock-Sharing Plan May Bite Investors," *The Wall Street Journal*, Jan. 19, 2006, p. C1.

YOU'VE READ DANIELLE STEELE; NOW READ HER FIFTH HUSBAND by Bruce Strauch (The Citadel)

Tom Perkins, a 73-year-old Silicon Valley financier and fifth hubby of blockbuster author **Danielle Steele** has penned *Sex and the Single Zillionaire* about an investment banker in a TV dating show. It's all Manhattan penthouses, lavish yachts and exotic tropic isles. And sex of course. Published by **ReganBooks**. No doubt it helped that **Perkins** sits on the board of **News Corp** which owns high-profile publisher **Judith Regan's** imprint, and he's buddies with **Rupert Murdoch** who "suggested" **Judith** take a look at the manuscript.

Meanwhile, **Bertelsmann AG's Delacorte Press** is bringing out **Dannie's** 66th novel with an initial press run of 800,000 copies. Mind you, she was only married to **Tom** for seven months — long enough for him to inspire a character in her 1988 *The Klone and I: A High Tech Love Story* — but they "remain friends" and are "a bit competitive."

Barnes & Noble's chief merchant **Bob Wietrack** says **Steele's** book is a sure thing, but while **Perkin's** book will be offered in all 824 stores, they want to see how readers react.

See — **Pui-Wing Tam** and **Jeffrey Trachtenberg**, "True Romance," *The Wall Street Journal*, Jan. 14-15, 2006 p. A1.

