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Subscription Information

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Altbach: "Librarians must help to develop a system which provides more flexibility [for dealing with copyright]. Publishers must not just insist on the perquisites of copyright but also permit more adequate access to knowledge. I am not arguing for a return to the old days of widespread copyright violation, but rather for a better balance. For the moment, the pendulum has swung too far in the direction of those who control knowledge."

And there was an article in the *Wall Street Journal* (May 1, 1990, p.B1) about **Rupert Murdoch** who wants to prove that "global is better in books." Murdoch owns

Harper & Row, Harper Paperbacks, Harper Perennial, Basic Books, Collins Publishers, Grafton, Times Books, Zondervan, Scott Foresman, and Little Brown to name only a few.

From the **Newsletter on Serials Pricing Issues: Number 21, April 27, 1990:**

It looks like serials prices will be going up, up, up!! Regarding 1991 Subscription Pricing, Joel Baron (Faxon) states: "I am concerned about the potential levels of 1991 title inflation." For the non-USA publisher, Mr. Baron cites 8-10 percent increases for the year covering normal domestic inflation,

volume inflation, and page inflation. To that, however, must be added the general postal increases coming in 1991. "At a USPS briefing...[Baron] attended in Washington, they were talking about increases similar to those the publishing industry saw two years ago, and those were around 26 percent. In summary, the **price increases for non-USA titles in 1991** could look like the following:

Currency value
7-9 percent
Inflation (CPI, volume, page)
8-10 percent
Postage 2-4 percent
Range 17-23 percent

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