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iPod Shuffle Winners from the ERM Systems Usage Trends Survey

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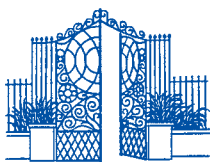
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Rumors

from page 6

Great to hear of **great press for libraries and librarians**. Check out this article in *USA Today* (Author: Librarian, cybrarian appreciation is *Overdue*, by **Rob Fleder**). And, of all things, our bam-zowie columnist, **Dennis Brunning** the great, has an interview with **Marilyn Johnson**, the author, in this issue, p.62.

www.usatoday.com/news/education/2010-02-25-overdue25_ST_N.htm

Was thrilled to learn that the **Johns Hopkins University Press (JHUP)** has appointed **Dean Smith** as **Director, Project MUSE** effective March 10, 2010. **Dean Smith** comes to **JHUP** with extensive publishing leadership experience and expertise in digital publishing initiatives, product management, technical direction, global sales and marketing, and strategic development. As **Director of Content** for the **American Society for Training**

and Development, Smith created a digital publishing strategy for the society's periodical, book, and research publications. During a decade-plus tenure with the **American Chemical Society, Smith** oversaw dynamic growth in worldwide electronic access to the society's publications, designing innovative pricing models, emphasizing library customer relations, and implementing effective internal management systems. He previously spearheaded electronic publishing efforts for a variety of medical publication products at **Chapman & Hall**, and led traditional journal publishing programs at **C&H** and **Springer-Verlag**. An accomplished writer and published poet, he holds a BA from the **University of Virginia**, and an MFA in Creative Writing from **Columbia University**.

muse.jhu.edu

I was so saddened to learn of the death of **Jamie Galbraith**, quite a wonderful Scotsman, salesman, and friend. We have an obituary from **Scott Alan Smith** in this issue. See p.14.

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iPod Shuffle Winners from the ERM Systems Usage Trends Survey

The winners of an **iPod Shuffle** were drawn after the survey closed. The two winners are **Joanne Romano**, Licensing and Serials Librarian, **Houston Academy of Medicine-Texas Medical Center Library**, Houston, TX, and **Dung-Lan Chen**, Bibliographic Services/Acquisitions Librarian, **Skidmore College**, Saratoga Springs, NY. The survey results are reported in this issue (see p. 34). 🌿

Notes from Mosier

from page 8

eBooks are an example of this: **netLibrary** had some initial, enthusiastic adopters, but many libraries were unsure of how to integrate eBooks into their collections (many still are). Early reader devices also met with a tepid response (remember the **RocketBook?**). Although electronic resources now represent a significant part of collections, formats are not yet mature. Whether or not librarians embrace the current generation of readers, e.g., the **Kindle** or the **Sony eBook Reader**, remains to be seen. It's also unclear how the eBook providers will fare—inconsistent publisher coverage, awkward user interfaces, limits on simultaneous use and pricing issues may well prevent their sustainability.

This brings me to another point: vendors to no small degree must compete with their suppliers (there are many, many industries where this is not true). Hence another challenge for providers of digital content (e-journals, databases, etc.) is how to deal with publishers. If enough major publishers, say, the top 15 or 20 STM houses and university presses, aggressively and successfully market their own packages directly to libraries, the remaining content, be it from smaller academic presses or grey literature in general may be too expensive or too impractical to handle. Margin erosion can be dramatic indeed.

After the demise of the **Richard Abel Company** there was a tendency among libraries to avoid consolidating too much business with any single book vendor. Librarians would often say they didn't want "all the eggs in one basket." This gradually changed, and consolidation with fewer suppliers became more common, particularly as integration of workflows with vendor systems, and consortial buying became more widespread.

This began to swing back in the 90s. The emergence of Web-based companies like **Amaزون** and **Alibris** provided libraries with alternatives, offering greater speed and more choices of condition and price. The result for the "traditional," brick-and-mortar wholesalers was loss of market share, quite often of mainstream trade publishers. Also, as budgets continued to decline, many libraries scaled back their approval plans and re-visited their firm order procedures.

On the other hand, the evolution of digital content and cheaper storage offered opportunities for new ventures, such as the "solutions" folks—by whom I mean **Serials Solutions** and **Syn-detics**, as a couple of examples. Moving forward we can expect cloud computing and open source to have an increasing impact in the market.

Another shift is demographic. A lot of people were drawn to librarianship and to the vendor world during the expansion of the 1960s. Many of us are retiring or changing direction in our careers.

What might we conclude from this? Vendors come and vendors go; while some known companies will endure, others will be absorbed or simply go out of business. Hence the title of this month's column: the dinosaurs will disappear. Those life forms capable of adaptation or migration will live on. New products, new constituencies, and new librarians and vendors will shape the new and emerging opportunities to come. Stay tuned! 🌿