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Future Dates for Charleston Conferences

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Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

READING WHILE WALL STREET BURNS by Bruce Strauch (The Citadel)

The now **Bloomberg**-owned **Business Week** gives us a list of five top novels about "banking culture" as appropriate reading for the financial meltdown: (1) **F. Scott Fitzgerald**, *The Great Gatsby*; (2) **Tom Wolfe**, *Bonfire of the Vanities*; (3) **Bret Easton Ellis**, *American Psycho*; (4) **Kate Jennings**, *Moral Hazard*; (5) Adam Haslett, *Union Atlantic*.

See — **Ira Boudway**, "Bond Writing," *Bloomberg Businessweek*, May 24-30, 2010, p.74.

DYING LIKE BLOCKBUSTER by Bruce Strauch (The Citadel)

Estimates have eBooks rising to 20-25% of the market by 2010, and **Barnes & Noble** is taking the threat seriously. Already hammered by on-line booksellers' price-cutting, the famous bricks-and-mortar bookstore then got a one-two punch from **Amazon's Kindle** and **Apple's iPad**.

Publishers are suddenly convinced eBooks are for real, and have established an agency model with them getting 70% and the eBook sellers as their agent 30%. **Barnes & Noble's** revenue dropped 45% in 2009, and its stock value is half of what it was in 2004. eBooks are selling for less than half the price of a hardcover.

For those of us who still love to hold books, brother of **B & N** founder **Steve Riggio** promises they aren't going away. But the superstores are now selling baby blankets, Art Deco flight clocks, stationery, and adult games like *Risk* and *Stratego*. And they're going to experiment with consumer electronics.

See — **Jeffrey A. Trachtenberg**, "E-Books Rewrite Book-selling," *The Wall Street Journal*, May 21, 2010, p.A1.



STEVE JOBS' MARKETING COUP by Bruce Strauch (The Citadel)

Apple's iPads and **iPhones** will not carry pornography apps in the App Store. This has outraged at least one blogger who engaged in a testy exchange about his notions of freedom. **Jobs** replied he was doing it for parents of children. Not to mention all the corporations that will see this as a solution to a major problem. And perhaps even our dear federal government, where the employees seem to log so much time with Internet smut.

See — **Eric Felten**, "Steve Jobs In the Garden of Good and Evil," *The Wall Street Journal*, May 21, 2010, p.W9.

TO FORGE OR NOT TO FORGE by Bruce Strauch (The Citadel)

In 1795, the 19-year-old **Henry Ireland** worked as a drudge in a lawyer's office in London. Longing for respect from his pompous, antiquity-obsessed father, he used old paper and seals from legal documents to forge first letters from **Shakespeare**, then fragments of plays, and finally an entire play *Vortigern*. **James Boswell** and other worthies were completely fooled.

Richard Brinsley Sheridan scented a forgery and thought the play pretty lousy. But he had big debts from expanding the Drury Lane Theater and knew a discovered **Shakespeare** would fill the house nightly. The play bombed, and **Henry** 'fessed up. But his father refused to believe his dunce of a son could have pulled such a hoax and went to his grave insisting it was all genuine.

See — **Doug Stewart**, "To Be ... Or Not," *Smithsonian*, June, 2010, p.72.

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for improving access, and her in-depth experience of professional publishing, we are delighted to welcome her to the **Elsevier** team." http://www.alpsp.org/ngen_public/article.asp?aid=24005

Continuing to talk of the 2010 (30th) **Charleston Conference**, we have been getting several proposals for papers. Have you turned yours in yet? Registration should be open early in June for the **Conference** and you can see a list of many other speakers up on the Website. <http://www.katina.info/conference>

Just saw the incredibly energetic **Debbie Vaughn**, one of our **ATG**

book review editors, on the **College of Charleston** campus. **Debbie** is pregnant with **Helen's** sister who is due November 5th, just in time to catch the end of the **2010 Charleston Conference!** Can you believe that **Helen** is twenty-one months old?

Speaking of which, **Cris Ferguson** has no column this time around. She is two weeks and two days away from her due date, and she is understandably spending all of her time trying to wrap things up at work. By the time you read this, **Cullen** will have a brother or sister!

More pregnancies! **Todd Carpenter** <tcarpenter@niso.org> and his wife are expecting their second child, a daughter, sometime soon. In fact she may already be born! That's one of the main reasons why **Todd** wasn't able to get a standards column in the June issue. As we might imagine, **Todd** has been very busy! And he says he will be out most of early June spending time with their newest family member. He hopes to have an update for us soon not to mention a column in the September issue!

Even more! A little bird told me that **Heather Klusendorf**, the guest editor (with **Elizabeth Lorbeer**) of the April issue of **ATG**, is pregnant. **Heather** is 6 ½ months pregnant right now and is planning to attend **ALA** in Washington next month! **Heather** says it will be good exercise for her and she is looking forward to **ALA** as her last hurrah before the last month of pregnancy. **Heather**

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Future Dates for Charleston Conferences

	Preconferences and Vendor Showcase	Main Conference
2010 Conference	3 November	4-6 November
2011 Conference	2 November	3-5 November
2012 Conference	7 November	8-10 November