

April 2011

People Profile: Mark Kendall

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

 Part of the [Library and Information Science Commons](#)

Recommended Citation

(2011) "People Profile: Mark Kendall," *Against the Grain*: Vol. 23: Iss. 2, Article 19.

DOI: <https://doi.org/10.7771/2380-176X.5796>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

the publishers who pay the copyeditors. The errors of this kind I caught in the two articles in political philosophy remain in the versions of record.

Whether the same would be true of the copyediting done on monographs I am less sure because my own experience suggests that more, and more thorough, editing is done on this type of work than on a journal article. And I wouldn't be surprised if articles in the humanities and social sciences receive slightly more extensive editing than that done for the typical STM journal, as described by **Joe Fineman**. Scrutiny of some of the articles in our little survey suggests as much. But I will admit that the differences between the DASH versions and the versions of record are not so great as I had anticipated they would be, and I fear the ill effects of an extended Green OA period less than I did before I conducted this analysis. The worst faults in the system, it seems, remain the shortcomings of scholars themselves that only copyeditors who go the extra mile are likely to be able to help them identify and correct.

Stevan Harnad suggests that in an online world it may make sense to offer copyediting as "an optional extra service" that an author can ask a publisher to provide for a fee, as he envisages that the demand for it will continue to decline, especially if — as **Joe Fineman** argues — "the idea of a house style ought to be abandoned." The question then becomes, what will authors be willing to pay for? Peer review is so essential to the system that it will continue to be required. What benefits of copyediting are most worth preserving? Most authors probably care little, or not at all, about such niceties as using "that" instead of "which" where a restrictive pronoun is the form that most style guides still prefer, or "few" instead of "less" when a number, not quantity, of items is discussed (a nicety that **Mr. Fineman** himself thinks "not worth saving"). Authors should be concerned that their meaning is clear, that their references to sources are consistent, that their English usage is grammatically sound, and that they are spelling words and names correctly. Even more important for the integrity of their scholarship, I would argue, is accuracy in page citation (or whatever begins to take its place in born-digital documents) and in quoting from sources. This type of editing is not done today in STM publishing, as **Fineman** and **Harnad** both observe, and it is rarely done in any journal editing, it appears. That it was not done when publishing was in print form only is understandable, since the extra hours involved in checking such details could easily double the time spent and thus the cost (as free-lance editing is generally charged at a per hour rate). But as mass digitization advances and the ease of checking original sources increases along with it (in the way **Mr. Fineman** indicates), this may well be a role copyediting should begin to play more, as it will help ensure that the integrity of scholarship is maintained at a high level in versions of record. 🍷

Mark Kendall

against the grain people profile

Senior Vice President, Global Sales, YBP Library Services
999 Maple Street Contoocook, NH 03229
Phone: (603) 746-3102 • Fax: (603) 746-2747
<mkendall@ybp.com> • www.ybp.com

BORN AND LIVED: Born in Manchester, New Hampshire. Grew up in Nashua, NH and am a life-long "New Englander" having also lived in Massachusetts, Maine, and Vermont.

EARLY LIFE: BA from **Saint Michael's College** (History). First introduction to the information industry was providing home delivery, via bicycle, of the Sunday edition of the *Boston Globe* (it was a very heavy newspaper).

PROFESSIONAL CAREER AND ACTIVITIES: Career in information field began in 1984 when I took job as regional sales representative for the **Bureau of National Affairs, Inc.** covering the northern New England territory. First publishing sales management position opportunity in 1990 with **Warren, Gorham and Lamont Publications (WG&L)** is part of **Thomson Corporation**. Hired by **John Secor** and **YBP**, then **Yankee Book Peddler**, in 1995 as sales manager for the southeast U.S. and held a variety of management positions at **YBP** before assuming current position in 2007. Also held positions of Vice President of North American Sales at **Ingenta** and Executive Director of Library Sales for **SAGE Publications**. Member of **American Library Association**.

FAMILY: My wife of 28 years, **Elise**, and I are proud parents of two children: **Matthew**, age 22, a 2010 graduate of **Reed College** (B.A. in Russian) who now works at **Bard College** and **Elizabeth**, age 18, who is a freshman Journalism major at **Saint Michael's College** in Vermont.

IN MY SPARE TIME: Working around the house (gardening), hiking, reading, collecting wines, theater/music, and following the major Boston sports teams (Red Sox, Celtics, Patriots). Have also served on and led several boards of directors in the support of the performing arts.

FAVORITE BOOKS: I mostly enjoy nonfiction historical works. This includes most everything written by **David McCullough** and the late **Stephen Ambrose**. My "latest favorite" book is *A Team of Rivals: The Political Genius of Abraham Lincoln* by **Doris Kearns Goodwin**.

PET PEEVES: Procrastination and missed opportunities.

PHILOSOPHY: Treat others with the same level of respect you wish to receive and listen more than speak.

MOST MEMORABLE CAREER ACHIEVEMENT: Working with my **YBP** and **Blackwell** colleagues and, most importantly, our customers worldwide in successfully transitioning hundreds of **Blackwell** customers to **YBP** in less than one year while continuing to provide our current customers with new services and the continued level of support that they were accustomed to receiving prior to the **Blackwell** acquisition.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: One of my goals in five years is to be continuing to serve research libraries and consortia in an environment that is just as dynamic and exciting as the one we are all working in today. Our industry has never experienced as much uncertainty, yet as much innovation and energy as it does today.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I expect that in five years the academic library will continue to be the heart and soul of the college/university campus. However, I strongly suspect that how library suppliers (publishers, aggregators, and vendors) serve the needs of libraries will be very different. Part of the reason for this will be the continued migration from print to electronic content which will impact the entire "supply chain" to libraries. I anticipate that within five years 50% or more of all monograph purchases will be in digital format. There will also be a need for greater cooperation among publishers, vendors, and aggregators in delivering digital content and the value added services (collection development tools such as demand-drive acquisition repositories based on a library's unique subject profile and/or eApproval plans, customized MARC records, etc.) libraries and consortia require in the face of continued limited budget and staffing resources. 🍷

