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People Profile: Alison Mudditt

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Interview — Alison Mudditt
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(CALSO) on the UPSO platform with its first four collections in March 2012, and we are also an active member of the consortium working to develop **Books@JSTOR**. I'm excited about the potential for these initiatives not only to create new revenue streams, but also to help libraries broaden patron access to content and to make scholarly discourse more accessible than it has ever been — a vibrant hub of information and debate that serves not only the academy, but a much wider audience seeking answers to many contemporary problems.

ATG: *Why is partnering with OUP to launch California Scholarship Online (CALSO) on the UPSO platform more attractive to you than joining forces with the Books@JSTOR or Project MUSE?*

AM: We're still an active member of the JSTOR consortium and are, like the other members, currently reviewing the revised agreement, so it's quite possible we will sign with both. We know that our library customers want and need options in terms of platforms and business models, and are committed to meeting those needs. As we've been evaluating potential partners, we've been considering platform and functionality as well as business models and sales capacity, and feel that UPSO and JSTOR will best meet both our needs and those of our library customers.

ATG: *Alison, thank you taking the time to speak to us. We know that our readers will appreciate your many insights.* 🍷

Alison Mudditt

against the grain
people profile

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BORN AND LIVED: Born Exeter, UK. Lived Exeter, Bath, Oxford, Washington, DC, Philadelphia, Thousand Oaks, CA, the Bay Area.

FAVORITE BOOKS: Almost impossible to answer — there are way too many. Instead, I'll mention my favorite fiction and non-fiction books I've read recently. I loved everything about **Barbara Kingsolver's** recent novel *The Lacuna*, an epic and moving story, but particularly delighted in the vivid portrayal of 1930s Mexico and its most colorful figures (**Rivera, Kahlo, and Trotsky**). And **James Gleick's** *The Information* is the kind of non-fiction I really enjoy — encompassing science, history, and biography, it's an engaging synthesis of a huge amount of material that stimulates new ways of thinking.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I'm reiterating the obvious to say that our industry continues to be driven by rapid technological transformation, and that significant parts of the agenda have been taken over by large technology organizations. Within five years we'll be in a world where digital editions and business models are primary. While print will continue to exist, it will be more of a luxury item for those who can and want to pay a premium. The technology giants will continue to make significant plays in traditional publisher markets — the K12 and college textbook markets seem to be obvious next candidates. Budgets and markets across higher education are likely to remain tight, and it remains to be seen if the current model of higher education in the U.S. is sustainable — all at a time when education is more important than ever for the U.S. to remain competitive in the global economy. But I remain optimistic about the future of publishing and publishers, as long as we can embrace the discovery of new ways to apply our skills in content development and marketing to emerging technologies. For a relatively small player on this global stage, this means that we will need to be highly focused on our core competencies and highly integrated with our customers' and users' workflows. 🍷

Interview — Knut Dorn
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an early adapter. The Internet still holds many secrets for me and I want to use my free time finally to catch up. While at the office at **HARRASSOWITZ** I could not find the time for creative experimentation and was glad that I had a chance to organize an economic way to participate in electronic communication without putting an undue burden on the company. Now as of next year, there will be the chance to engage in a learning process for which there also has never been the time.

Will I have the drive to do some writing? There are lots of ideas and some sketches for projects that go back to my years in academia. When I started at **HARRASSOWITZ** I had the idea of doing the writing for the topics of my interest on the side, expecting that my commitments at the company would allow me to do that. What a misconception that was! The job at **HARRASSOWITZ** took more than what I ever imagined a full-time job would do to you. I do not regret this since I can say that I fully lived up to the expectations of the company and of our customers, and the fun part was that I

thoroughly enjoyed it. So no regrets that I had what you might call a full professional life. Will I be able to muster the energy to go back to what I had intended to do in my formative years at the university? I will have to see.

What I definitely will enjoy is living at a more leisurely pace. It is exactly that leisurely pace that I plan to introduce into my life. For once to fully enjoy the summers in my "club of early morning swimmers" in the fantastic open-air swimming pool on the hill over Wiesbaden very close to my home, without having to rush back for breakfast at 8:00 a.m. and to try to be able to be at the office in time to fit into the schedule of meetings and daily routines. For once it will be time management for me under relaxed circumstances, or so I hope. Even if it is only to watch a soccer game without feeling remorse later that you have again lost two hours that have set you back with your professional reading or with composing texts for correspondence or marketing purposes.

And I will be able to devote more time again to my circles of friends, go to the theater, and arrange for wine tastings and outings with them, all things I used to do but that had taken second place when business trips and professional duties in general had to be accommodated first.

Naturally, my wife **Renate** has ideas for me to devote more time to our grandchildren, **Lavina** and **Helena**, the two daughters of **Nadja** who I have to admit have not been given the amount of attention and time that they deserve. How good I will be at that, will have to be seen. It will definitely be children's books and fairy tales for a while before in a couple of years they will be ready for ball games, swimming, and track and field. I expect that my educational skills will be tested! 🍷

Rumors
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Things were different. This issue, ably guest-edited by the fantabulous **Ramune Kubilius**, certainly illustrates the massive changes in that world and indeed in our world as well. These are great articles. I love music (classical and rock and country, you name it, but not modern) so I was intrigued and fascinated by **Sally Gore's** characterization of librarians assembling an orchestra, this issue, p.25). Don't you love it!

Our **Op Ed** this issue is near and dear to my heart! Reading habits. Anyway, when I am in an airport, a library, a doctor's office, a train station,

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