

June 2012

Book Reviews-Monographic Musings

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Recommended Citation

Vaughn, Debbie (2012) "Book Reviews-Monographic Musings," *Against the Grain*: Vol. 24: Iss. 3, Article 24.

DOI: <https://doi.org/10.7771/2380-176X.6283>

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products in the Americas to **TriLiteral** starting January 2013. **TriLiteral**, as you may know, is a distribution company jointly owned by **Harvard University Press**, **Yale University Press**, and **MIT Press**. We are very happy to have found a distribution partner who understands our needs and has excellent customer service.

JL: I understand that **De Gruyter** moved its offices (about a year ago) from NYC to Boston and that this allows you to be much closer to many friends of **De Gruyter**, authors, editors, and scholars. Could you tell us a little about the very successful **Open House** reception at your **High Street** offices?

MKS: New York is, of course, a great city and it has outstanding universities, but — all in all — in the relatively short time that we have been in Boston, we have found that this is a better environment for us. We are certainly close to many of our authors and important customers here, but we have also succeeded in attracting very good and motivated employees. And Boston has certainly proven to be a very productive place to work from. The **Open House** we organized last fall was visual proof of that. I think it really marked for the first time our presence here as a full-fledged publishing company which is growing fast and is very active in marketing, selling, and acquisitions in the Americas.

JL: **De Gruyter** is doing very important work toward making your archive digitally available (some 60K books), and you make special efforts to find out-of-print titles (print copies and/or as eBooks) for your readers and customers.

MKS: I personally find this, as a publisher, a very exciting topic. We have made available for purchase in print and electronic format all our publications since 1749. This is not just re-commercialization of out-of-print or supposedly dead content; as a publisher we have taken active control again of our intellectual legacy. It inspires me in developing new products. This so-called e-dition program is so successful that we had to allocate extra staff to fill all the orders. Managing the order and reproduction process is sometimes very time-consuming, because we have to track down physical copies of books of which we don't have a copy in our archive.

JL: **De Gruyter** is listening to librarians, and working very hard to achieve a business-friendly model for the library community. Could you elaborate on that ongoing effort?

SF: We believe that the best guarantee to create and deliver products for our customers is to understand their needs. In past years, we have formed **Library Advisory Boards**, not to unduly influence librarians, but to listen and learn. This has shown great results, and many of the innovative business models we have launched over the years are a direct result of that. e-dition, the retrodigitization project for all titles of our backlist spanning back to 1749, is an example of this.

JL: Thanks so much for taking time out your hectic schedule so that **ATG** readers can be apprised of new developments and the dynamic work going on at **De Gruyter**. 🌿

Book Reviews — Monographic Musings

Column Editor: **Debbie Vaughn** (College of Charleston) <vaughnd@cofc.edu>

Column Editor's Note: This year's **ALA Annual Conference** includes a content area dedicated to **Transforming: Teaching and Learning**. It is staggering to think about how much teaching and learning has changed since I entered the world of librarianship in 1998. These transformations in the last 1.5 decades, and the myriad of transformations to come, are largely predicated by the evolution of science and technology. It is therefore critical that our communication efforts, and those of our patrons, stay up-to-speed. **Stephanie Roberson Barnard** and **Deborah St. James'** new manual, **Listen. Write. Present. The Elements for Communicating Science and Technology**, is one of many recent publications to meet the information needs of students, professionals, librarians, and the like in this content area. Though this book is specific to communication in the fields of science and technology, it has tips that span many subject areas. Many thanks to veteran **MM** reviewer **Joey van Arnhem** for offering her review of this new title.

Happy reading and happy **ALA** conferencing, everyone! — **DV**

Barnard, Stephanie Roberson, and Deborah St. James. Listen. Write. Present. The Elements for Communicating Science and Technology. New Haven, CT: Yale UP, 2012. 978-0300176278. 224 pages. \$22.00.

Reviewed by **Jolanda-Pieta (Joey) van Arnhem, MFA** (Instructor and Technology Coordinator, College of Charleston Libraries) <vanarnhemj@cofc.edu>

Listen. Write. Present. The Elements for Communicating Science and Technology, written by **Stephanie Roberson Barnard** and **Deborah St. James**, provides practical, to-the-point advice on every aspect of communication for scientists, healthcare providers, and information specialists. The authors provide proven methods, delivered succinctly in numbered lists and focused on six foundational skills required for professional success. Chapters include strategies and tips for professionals on how to "Plan, Listen, Write, Present, Meet, and Serve" based on their over 30 years of experience as communication consultants training biomedical, scientific, pharmaceutical, and technology professionals to communicate effectively.

Listen. Write. Present. The Elements for Communicating Science and Technology provides refreshing and much needed everyday common sense tips on how to "Plan, Listen, Write, Present, Meet, and Serve." Each chapter is to-the-point, easy to read, and addresses key approaches for each topic. The numbered tips and lists make this book user-friendly and easy to remember. Chapters are constructed to provide readers with the opportunity to actively process information through "Skill Builder" activities that can be done in the car, during a break, or before you head in to work in the morning, providing immediate results.

Barnard and **St. James'** helpful index is organized and thoughtfully arranged, allowing readers to find helpful advice relevant to their needs quickly and efficiently. My favorite chapter is "Write," which, as noted by the authors in the preface of the book, distills their years of writing and editing experience into one easy-to-read chapter, making this book one that you will want to read, keep, and re-read. All of the chapters clearly address the real-world challenges of today's multitasking professionals.

Listen. Write. Present. The Elements for Communicating Science and Technology provides a simple, modular approach to effective communication that can be implemented in its entirety or in parts as needed. This collection of best practices is a valuable practical aid for new and experienced science and technology professionals alike who are trying to improve and enhance their communication skills and increase their professional mobility. This handy reference is recommended for any library.

Authors invite readers to submit new tips and examples on their Website at www.listenwritepresent.com. Readers can continue the discussion online by following **Listen. Write. Present.** on Facebook, **@StephRBarnard** on Twitter, and **Stephanie Roberson Barnard** on Pinterest or subscribing to the **Listen. Write. Present.** blog available at <http://listenwritepresent.blogspot.com/>. 🌿

