Table of Contents
FEATURES

The Future of the Monograph
Guest Editors, Adriaan van der Weel and Colleen Campbell

Perspectives on the Future of the Monograph
by Adriaan van der Weel and Colleen Campbell — The monograph has a venerable history but is its future assured?

The Ecology, Evolution, and Future of the Monograph
by Agata Mrva-Montoya — Agata speculates that while the monograph may no longer be the predominant medium in the transmission of knowledge, it remains a keystone species in the scholarly communications ecosystem and is vital for the future of scholarship.

Monograph Publishing in the Digital Age
by Donald J. Waters — Can the need to advance scholarship be reconciled with the need to drive down the costs of both manuscript and other long-form publication to affordable levels?

Reading and Writing Monographs
by Agata Mrva-Montoya — The 2016 Outsell information for Papers, Ideas, Preconferences, Speakers, etc. and Charleston Conference 2016 points to a particular kind of industry consolidation in the information services and library environment.

Perspectives on the Future of the Monograph
by The Great Flip by Ann Okerson — The mot du jour is “flipping the model” for journal article publishing. These days, “flip” (in journals publishing) points to a particular kind of change, from subscription to APC.

The 2016 Outsell Information Management Benchmark Report
by Katina Strauch — This important report points out “tip-ping points” for the information profession and the people who manage it.

Almetrics and Books: Bookmetrix and Other Implementations
by Donald T. Hawkins — Don found the Bookmetrix system interesting and enjoyable to use.

Why Monographs Matter
by Geoffrey Crossick — Crossick makes a compelling case for the open access monograph.

Monographs in a Changing Reading Culture
by Adriaan van der Weel — Adriaan says we are living through a major revolution in the way we consume text and that there is no reason to be pessimistic.

Op Ed
by Katina Strauch — What efforts are being made to preserve centuries old print collections?

Back Talk
by David Parker — David Parker, Tom Gilson, and Katina Strauch decided to query some of our colleagues regarding consolidation in the information services and library environment. We have published the first ten responses that we received and we are looking forward to receiving more.

ATG SPECIAL REPORT

Industry Consolidation in the Information Services and Library Environment: Perspectives from Thought Leaders

by David Parker — David Parker, Tom Gilson, and Katina Strauch decided to query some of our colleagues regarding consolidation in the information services and library environment. We have published the first ten responses that we received and we are looking forward to receiving more.

ATG INTERVIEWS

Ann Okerson and Alex Holzman

Yoav Lorch

CRL and Alex Publishing Solutions

Yoav Lorch

Profiles Encouraged

Center for Research Libraries

Yoav Lorch

Ann Okerson

Alex Holzman
ALA ANNUAL ISSUE

REVIEWS

From the Reference Desk ..................47
Reviews of Reference Titles by Tom Gil-
son — Tom reviews American Governance:
Encyclopedia of War Journalism 1807-2015;
and more. Don’t miss Tom’s extra servings!

Collecting to the Core ......................49
Moving Texts (i.e., Videos) by Susan L.
Wiesner — Books we need to keep in our
collections.

Booklover ...........................................50
Off Broadway by Donna Jacobs — This one
features Francois Mauriac’s A Man of Letters.

LEGAL ISSUES

Edited by Bryan Carson, Bruce
Strauch, and Jack Montgomery

Copyright v. Right-to-Publicity by Bruce
Strauch — JOIN DRYER, ELVIN BET-
HEA, EDWARD WHITE V. THE NATIONAL
FOOTBALL LEAGUE

PUBLISHING

Bet You Missed It ..................12
by Bruce Strauch — What do eating disorders
and strong women have in common? Read it here!

Straight Talk ......................................37
Private Equity Firms and their Influence
in the Library Marketplace by Dan Tonkery

The Scholarly Publishing Scene ......57
Brave New World? by Myer Kutz — Myer
encounters use, royalties, theft and the contrast
of the digital and paper worlds.

Random Ramblings ..............................58
Why I’m Glad I Do Humanities Research
by Bob Holley — Bob says he is not a STEM
researcher but that he will continue to do
research as long as he has something to say.

Optimizing Library Services ..........60
Enhancing the Competitive Advantage
of Libraries through Social Media Marketing
by Tom Kwanya and Christine Stilwell — A
look at the benefits of Social Media

BOOKSELLING AND VENDING

Both Sides Now: Vendors and
Librarians ........................................67
In Vendor/Library Negotiations; Both Sides
Should Be Listening to the Same Radio
Station - WILF.M. by Michael Gruenberg
— Both sides wonder What’s In It For Me?

Curating Collective Collections ......72
Shared Print and the Book as Artifact Part
2 by Mike Garabedian — Mike’s findings
about presence on the shelf and usable phys-
ical condition suggest that any given volume
is 98-99% likely to be on the shelf and usable.

TECHNOLOGY AND STANDARDS

Pelikan’s Antidisambiguation ..66
“VR much?” by Michael P. Pelikan

Standards Column ......................69
Transfer Today by Nancy Beals

Book Reviews ................................51
Monograph Musings by Regina Gong — In
honour of ALA Orlando, this issue is filled with
reviews of ALA publications. Mentoring A-Z;
FRRR, Before and After; and Becoming an
Embedded Librarian: Making Connections
in the Classroom, are just a few that Regina
has included.

Oregon Trails ..................70
Hay-on-Wye or Bust! by Thomas W. Leon-
hardt — Tom talks about his trip to Hay-on-
Wye, a Mecca for booklovers and we know Tom
is one of them!

Questions and Answers ...............56
Copyright Column by Laura N. Gasaway —
Lolly provides answers to many relevant ques-
tions. One about the Authors Guild v. Google case
and another the Georgia State University case.

And They Were There ...............62
Reports of Meetings — An ARLIS/NA-VRA
report and more reports from the 2013 Charles-
ton Conference by Ramune Kabilis and her

crack team of reporters.

Collection Management Matters .....68
Friendenemies, Part II: The University
Business Services Department by Glenda
Alvin — The library’s Acquisitions Depart-
ment and Business Services have a common
taskmaster – the auditor!

Don’s Conference Notes ..........74
Electronic Resources & Libraries Conference
by Donald T. Hawkins — Don reports on the
11th ER&L Conference which took place in
Austin, Texas in April.

Charleston Comings and Goings ......82
News and Announcements for the Charle-
ton Library Conference by Leah Hinds —
Keeping you updated on the 36th Annual
Charleston Conference.

And They Were There ...............62
Reports of Meetings — An ARLIS/NA-VRA
report and more reports from the 2013 Charles-
ton Conference by Ramune Kabilis and her

crack team of reporters.

Collection Management Matters .....68
Friendenemies, Part II: The University
Business Services Department by Glenda
Alvin — The library’s Acquisitions Depart-
ment and Business Services have a common
taskmaster – the auditor!

Don’s Conference Notes ..........74
Electronic Resources & Libraries Conference
by Donald T. Hawkins — Don reports on the
11th ER&L Conference which took place in
Austin, Texas in April.

Charleston Comings and Goings ......82
News and Announcements for the Charle-
ton Library Conference by Leah Hinds —
Keeping you updated on the 36th Annual
Charleston Conference.

Let’s Get Technical ...............79
Desk Tracker: A New Way of Tracking
Cataloging Statistics by Stacey Marien and
Alyane Mundt — The accumulation of sta-
tistics on a spreadsheet does not always fully
capture the scope of the work being performed

Little Red Herrings ..................81
Patrons, Patron Saints, and Pew by Mark Y.
Herring — If ever libraries were more torn, it
is now, when we are pressed on every side to
be all things to all kinds of people.

UF LINKING PUBLISHERS, VENDORS
AND LIBRARIANS

Uncommon ...

Against the Grain is your key to the
latest news about libraries, publishers,
book jobbers, and subscription agents.
ATG is a unique collection of reports
on the issues, literature, and people
that impact the world of books, journals,
and electronic information.

Unconventional...

ATG is published six times a year,
in February, April, June, September,
November, and December-January.
A six-issue subscription is available for
only $55 U.S. ($65 Canada, $90
foreign, payable in U.S. dollars),
making it an uncommonly good buy
for all that it covers. Make checks payable to
Against the Grain, LLC and mail to:

Katina Strauch
209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409

*Wire transfers are available, email <kstrauch@comcast.net>
for details and instructions.

"Linking Publishers, Vendors
And Librarians"