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People

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Against the Grain

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against the grain
June 1989

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And They Were There
continued . . .

European environment.
For sure, 1992 is a red let-
ter year for Europeans. We
need to be listening.

UKSG: Many of the issues
are the same, the accents are different.
Serials pricing and stagnant budgets,
time management and motivation, per-
formance indicators and measures of
library services, education and training
for the book and information world, and
a discussion of the standardization of
information on journal covers were some
of the papers presented. Workshops were
also included. The one I attended was
"Journal Sales and Marketing," run by
Harry Holt of Macmillan Press, Ltd. The
room of publishers and vendors (I was
the only card-carrying librarian, at least
that admitted it ...) was very interested
in issues like marketing of publishers'
products by vendors, use of publishers'
catalogs by libraries, marketing to librari-
ies (direct mail, distribution of sample
issues) and the effectiveness of various
methods.

Other visits made by Katina:
Pergamon Press on Headington
Hill . . . with the gracious Brian Cox . . . .
. Driving up in the snow in a taxi to a
hill on the outside of Oxford to one of
the haunts of the man who was recently
listed as the eleventh richest man in
Blackwells in Oxford . . . with the
incomparable John Merriman . . .
Heffers in Cambridge . . . with the gra-
cious Clive Connell and Andy Hall . . .
Sage Ltd. in London with the urbane
Ian Eastment . . . A visit and tour with
the enterprising, vivacious, and energetic
Dianne and John Coles in and around
Oxford . . . And last but not least, a visit
of the Cotswolds with Ina Merriman,
invigorating and splendidious tour
guide. If you want to
know more, write me . . . That's all I've got
room for this issue!!!!

People . . .

Dana Alessi has joined Baker & Taylor as Director of
Marketing, Academic Division and is located in Bridgewater,
New Jersey.

Joel Baron has joined The Faxon Company as Director of
Publisher Services and Chief Publications Officer. Baron comes
to Faxon from Little, Brown and Company where he was
employed for 13 years.

And Jacqueline Thompson has announced that she is
joining John Wiley & Sons' library sales and marketing depart-
ment.

One of the most interesting people I've talked to recently was
Earl Coleman, the gentleman who started Plenum Publishing
Corporation in 1946 on $100. Says Coleman: "It's the details
of an operation that are important. Big problems can be solved
only by approaching the little ones one-by-one." After leaving
Plenum, he acted as a consultant to many publishers, including,
lately, National Publishers in Elmsford, NY, which was recently
sold to Prentice-Hall. Coleman is generally credited with starting
the Russian Translation Program . . . He is currently applying
himself to the serials pricing issue. His speech is salty, irrever-
ent, sometimes startling, but always to the point. So, what's
coming next, Mr. Coleman . . . ?

The Francis Marion
--An Update--

I've never been psychic (thank goodness), but I want y'all to know that the
Francis Marion Hotel closed its doors (except for the restaurant) as of March
1, 1989. We don't know when or if it will reopen and what will be its busi-
ness of reincarnation. Time will tell.