April 1992

Full Page Ads

Editor

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

Part of the Library and Information Science Commons

Recommended Citation

Editor (1992) "Full Page Ads," Against the Grain: Vol. 4: Iss. 2, Article 2.
DOI: https://doi.org/10.7771/2380-176X.1164

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.
Standing Orders
THE ULTIMATE TEST OF YOUR BOOKSELLER

Fulfilling standing orders has always been a complex challenge for booksellers. For almost two decades, Blackwell North America has met this challenge and successfully provided libraries with comprehensive standing order services:

- Extensive Coverage allows consolidation of orders with a single source
- Our unique interface with B.H. Blackwell offers coverage of U.K. and European titles
- Timely supply of books with consolidated invoices ensures prompt availability to library users
- Management reports provide detailed financial, bibliographic and publication status information
- Our standing order database, the largest in the industry, serves as a bibliographic reference tool for collection management and title selection

If your current vendor is not meeting the standards you have set for standing order service, consider Blackwell's. Our reputation is built on timeliness, flexibility and service.

BLACKWELL NORTH AMERICA, INC.
STANDING ORDER SERVICES

Part of a proud bookselling tradition dating from 1879
Lake Oswego, Oregon • Blackwood, New Jersey
1-800-547-6426 • 1-800-257-7341
You'll never feel like you're talking to this when you call Ballen.

When speaking with some booksellers, you might as well be talking to the wall. What distinguishes Ballen from other booksellers is all our employees have dedicated themselves to customer service. And no matter what size your library is, you'll always receive the utmost in personal attention.

We also offer many value-added services, like BallenNet, our exclusive online system. It'll let you identify, claim, or order from our Firm Order, Approval Program, or Continuation/Standing Order Services.

What's more, our "electronic mailbox" will enable you to send claims and obtain important information instantly. You'll also have your own shelf reserved in our warehouse to guard against inventory and shipment mix-ups. And should you ever need to reach a Ballen officer, you can do so just by picking up the phone. Plus, as a Ballen customer, you'll have your very own customer service representative.

With this type of customer service, it's no wonder we have less than a 1% return rate (lowest in the industry) for our Firm Order and Continuation/Standing Order Services.

For more information, call Ballen at (800) 645-5237.

Because when you talk, Ballen listens.
Librarians, vendors, and scientists have found the services of Elsevier's New York-based Journal Information Center to be invaluable as a source of information regarding Elsevier's international program of over 600 journal titles. In this segment of Information on Information, we would like to clarify for our subscribers the aims and capabilities of this unique customer service unit.

INCOMING REQUESTS
That the Journal Information Center provides a necessary service is demonstrated by the heavy volume of incoming telephone calls — around 12,000 annually. While ideally, journal correspondence is sent directly to the respective Elsevier publishing offices, the Center frequently aids North American customers by batch ing and forwarding orders, claims, the occasional manuscript or press release, and other journal-related correspondence mailed to Elsevier in New York.

Customer telephone inquiries can range in scope from requests for subscription information to clarification of ordering procedures and on to requests for a wide range of editorial and marketing information. Specific price quotations and conversion rates for subscriptions, special issues, back volumes, reprints and bulk orders are given by JIC representatives. Sometimes the request is routine, sometimes extraordinary but any information not readily available is sought out by supervisor Barbara Schwartz and her staff of three who work with Elsevier's worldwide publishing offices on behalf of North American customers.

SAMPLE COPY DISPATCH
The dispatch of journal sample issues is an important function of the Journal Information Center. Each year, approximately 10,000 requests are fulfilled from the JIC. In response to ongoing promotional mailings and written requests taken at professional meetings, the JIC sends out individual copies to prospective subscribers.

The priority given to sample copy issues in the Elsevier marketing strategy is quite high. Given the specificity of scientific and technical research, it is critical for a potential subscriber to physically examine and evaluate a prospective journal before any investment is made. The JIC also serves Elsevier marketing personnel by monitoring the requests for each individual title and providing feedback regarding the needs of the U.S. and Canadian audiences.

Perhaps one of the following recent examples of JIC service is familiar as a need felt in your library:

- Interested in knowing where a new title may be abstracted or indexed prior to adding it to your collection?
- Bewildered about foreign currency exchange rates?
- A faculty member has a manuscript accepted by an Elsevier journal but is unsure of appropriate follow-up.
- Trying to anticipate the price of an Elsevier journal title during the crucial renewal period?
- Has there been an inquiry regarding an exciting new research paper listed in Current Contents?

The myriad details of serials management can demand much of your valuable time. If you require aid regarding an Elsevier journal title or if there is some question regarding an Elsevier policy, keep in mind the availability of the JIC staff to help you in resolving any confusion.
Some librarians have trouble checking out.

Your serials services should help you work faster, not longer.

Faxon sets you free to put your time where it is really needed. That’s why more librarians choose Faxon’s serials services than any other in the world. Faxon supports you with:

- Powerful automated tools to streamline your check-in, reducing errors, and saving you valuable time and resources.
- Management reports that provide collection-specific analysis and review to support your budgeting and planning.
- Expert, personal service.
- Concise, consolidated ordering and billing for journals worldwide, without wasted effort or miscommunication.

For more than 100 years, Faxon has given librarians trustworthy, consistent service in the areas where they need it most.

Let us help you check out on time. Call us at 800-766-0039.

The Faxon Company
Helping you manage a world of knowledge

15 Southwest Park, Westwood MA 02090
Call toll-free: 800-766-0039
How to take the anxiety out of finding back volume journals.

Our vast warehouse and comprehensive inventory continually contain the subject disciplines you require. We stock complete sets and individual volumes, in-print or out-of-print. We also buy your duplicate journals and provide appraisals.

For over thirty years we've taken the anxiety out of finding back volume journals, and built our reputation on kept promises. So write, call, FAX or access us through the FAXON-LINX network at the mailbox "Jaeger" for further information.

ALFRED JAEGER INC.
66 Austin Boulevard, Commack, NY 11725
New WATS: 1-800-969-JAGR
Phone 516-543-1500 • TELEX 968-189
FAX 516-543-1537

Gentlemen: Please send your latest catalog and brochure.

Name ________________________________

Company/Facility __________________________

Address __________________________________________

City ____________________________________________ State ___________ Zip ____________

Phone ________________________________________

April 1992 / Against the Grain 19
MATSS
The Perfect Software System for Automated Acquisitions

As a well established source for the supply of books and cataloging services, Midwest Library Service has developed MATSS — a PC based, fully integrated software acquisitions system for libraries.

The system includes program diskettes, reference manual, on-site training and installation.

Features:

- Multiple terminal version for local area networks.
- Order creation using MARC records downloaded from major bibliographic utilities and CD-ROM databases.
- Duplicate order checking.
- On-line help.
- Customized management reports.
- Automatic claiming/cancellation.
- Orders in printed or BISAC (fixed/variable) formats for electronic transmission to vendors.
- Toll-free order transmission to Midwest Library Service.
- Integrated vendor statistics and fund accounting.
- Electronic invoicing on diskette for Midwest Library Service invoices.

Midwest Library Service
11443 St. Charles Rock Road
Bridgeton, MO 63044-2789
Call toll-free 1-800-325-8833
The first comprehensive reference work in higher education to be published in a decade!

INTRODUCING

Encyclopedia of Higher Education

Editors-In-Chief
Burton R. Clark, University of California, Los Angeles, USA
Guy Neave, International Association of Universities, Paris, France

Not since 1978 has there been such an in-depth look at the higher education systems around the world as will be brought to you in the Encyclopedia of Higher Education.

This entirely original work is the only up-to-date and comprehensive review of higher education worldwide, with references through 1991.

- A four volume major reference work with over 300 articles totalling more than two million words
- Descriptions and analyses of 130 national higher education systems
- Over 200 major theoretical and analytical articles written by internationally recognized experts
- Fully verified bibliographies and extensive cross-referencing
- Comprehensive subject and author indexes for easy access
- Thematic, comparative, fully integrated
- Invaluable for university teachers, students of education, and education researchers as well as government officials, administrators, and anyone concerned with higher education
- By Pergamon Press, publisher of The International Encyclopedia of Education, the winner of the 1986 Dartmouth Medal

SEND FOR A FREE PROSPECTUS
A fully descriptive prospectus is available. It contains:
- sample pages
- a complete listing of articles and authors

To obtain your free prospectus, write to:
Rebecca Seger, Sales Manager, Pergamon Press, Inc.,
395 Saw Mill River Road, Elmsford NY 10523

ORDER NOW AND SAVE
To be published in July, 1992. Special pre-publication offer: $1250.00
Save $250.00 for orders received prior to publication
Post-publication price $1500.00 (approximate)
0-08-0372511 2600 pp approx Hardcover

Pergamon Press, Inc.
395 Saw Mill River Road, Elmsford, NY 10523
Sometimes the right partner can make all the difference.

Most subscription agencies offer the basics – consolidation of orders, prepayment, claiming. And some agencies promise automation, like online ordering and searchable title files. But only one agency delivers all that, plus something special...

Introducing the Readmore Partnership...the unique team approach that makes all the difference between standard service and peak performance.

With Readmore Academic, you've got a partner in serials management. Your Readmore Account Executive personally assists with all your day-to-day serials activities. The Academic Specialist is your liaison to Readmore's top management and publishers worldwide. And Readmore's technical team, working behind the scenes, uses state-of-the-art technology to bring you innovative services.

So don't go it alone. You know your collection, your library, your patrons and policies. We've got the experience with serials, automation, the global publishing industry plus all the resources of the international B.H. Blackwell group.

Together, we can build a customized package of services, systems and reports to meet your specific needs...keep you informed...and solve problems before they become problems.

Call 1 800-645-6595 today for more information about Readmore Academic subscription services. And see how the right partner can make all the difference for your library.

READMORE ACADEMIC
Your Partner in Serials Management

1933 Blackhorse Pike, Turnersville, New Jersey 08012
Now B&T Marc™ does even more, so you have to do even less.

The most flexible cataloging and processing system ever just got more flexible.

Last year, Baker & Taylor Books introduced B&T Marc™, a revolutionary new cataloging and processing system so flexible that it can be customized to meet virtually any library’s needs, no matter how specific. From adding or deleting information from standard MARC or CIP records to manipulating call numbers according to your preferences, B&T Marc offers more cataloging options than any other system. And more processing combinations, too—hundreds of mix and match combinations ranging from how many bar codes you want on each book to where you want your spine labels placed.

Now we’ve made B&T Marc even more flexible with these exciting new features:

Sorted Shelflist and Catalog Cards: Whether you organize your catalog cards by author, title, subject or all of the above, B&T Marc can now do your job for you. In fact, with this new feature, you can choose to have your catalog cards sorted in any of four ways, and your shelflist cards in any of three ways. And we’ll sort your cards on every order for just 5¢ per title. So you’ll not only save time and effort, you’ll save money, too.

“I love the quality of your catalog cards. They are the nicest that I have seen.”
Florence Anderson, Librarian
Ordean Middle School Library, Duluth, Minnesota

Review Sources: For librarians who want to know where the books they order are reviewed, B&T Marc can now provide up to six review citations from over 30 sources—on any one card or record. This enhancement will prove especially helpful for juvenile collections and was developed in response to our customers’ requests.

Expanded Easy Book and Juvenile Book Call Numbers: Yet another way to customize your cataloging, B&T Marc has added two new call number options to our K-3 books, and eight new options to our K-8 books.

Custom Labels: This new option allows you to design your own bibliographic label to use for a borrower’s card, a circulation card or any other unique need you may have, by using up to 20 data elements.

“Your new processing program is a much needed and much appreciated improvement.”
Marisa Kall, Librarian
Hamden Library, Hamden, Connecticut

With the addition of these new features, B&T Marc is truly the most comprehensive cataloging and processing system available. And it’s inexpensive, too. For about 99¢ a book, you can receive your books shelf ready, exactly the way you want them—making them available to your users faster than ever before. Not to mention the labor expenses you’ll save by letting B&T Marc do your work for you.

To find out more about B&T Marc, call Information Services at (800) 235-4490. We’ll be happy to help you choose the cataloging and processing options best for you.
Two Indispensable References from VCH Publishers...

Human Protein Data
Editor A. Haeberli, Medizin.
Uniklinik, Bern, Switzerland

A handy, concise reference for medicinal chemists, biochemists and others. This first installment of a collectable reference contains short descriptions of over 150 proteins derived from blood plasma.

Each update contains information found in an easily-scanned format. Data includes:
- Synonyms and Abbreviations
- Structure
- Physical and Chemical Properties
- Origin and Biological Function
- Physiological Activity
- Pathological Activity
- Logical Conditions
- Genetic Abnormalities
- Isolation and more.

Each protein includes important research papers and review articles in the field as references, while extensive indexes provide about 700 synonyms and acronyms. The loose-leaf format facilitates adding annual updates of approximately seventy protein descriptions. The final collection will contain approximately 700 protein descriptions.

Human Protein Data in its completion will contain descriptions of all proteins from the human body that have been or will eventually be identified.

This new reference will be an essential information source and tool for all medicinal chemistry researchers, biochemists, clinical chemists and hematologists. It will also be of interest to hospital and medical libraries.

May, 1992 1-56081-110-2 Cloth 400pp $195.00 for first installment

An Indispensable One-Volume Physics Reference
Encyclopedia of Physics
Second Edition

"The editors have produced a new edition that is not only up-to-date in all areas, but visually a much better encyclopedia." --Booklist

Editors:
Rita G. Lerner and George L. Trigg

A decade ago, the Encyclopedia of Physics won international acclaim for achieving a major breakthrough in scientific literature. For the first time, a valuable physics reference was available in one volume. Now, the editors who brought you that highly-successful first edition have compiled a fully revised and expanded, easy-to-use Second Edition of this classic.

This fully updated Second Edition includes 26 entirely new articles and covers all major areas and subdivisions of physics. Each article is enhanced by an abundance of graphs, tables and bibliographies which often indicate the level of the reference. Detailed indexing and generous cross-referencing guide you from general, introductory articles to the more advanced articles.

Drawing from a panel of over 500 expert contributors active in their fields, the Encyclopedia of Physics, Second Edition, provides you with the most up-to-date physics material available. These distinguished contributors include fourteen Nobel Prize winners and numerous other recipients of scientific awards for expertise in their specialties.

The Encyclopedia of Physics, Second Edition, will be a valuable asset to Physicists, Engineers, practicing Scientists, College and University Libraries, Special and Public Libraries and College and University Students.

1991 0-89573-752-3 Cloth 1408pp $150.00

VCH

To Order Write:
VCH Publishers, Inc.
220 East 23rd St.
New York, NY 10010
For Faster Service
Call Toll-Free
1-800/367-8249