November 2009

People Profile: John Riley

Editor
Twitter seems to be everywhere — Sales and Marketing Manager, and Senior Vice, a free professional network for Chinese scientists, professors, and other scholarly professionals. While the Chinese academic market has continued to explode (there are now as many accredited universities in China as America, and China produces three times more engineering Ph.D.’s annually than the United States), China’s brightest minds have largely remained disconnected from the international research community. On both sides of the divide, four in five researchers are unhappy with the lack of collaboration. Anianet addresses this divide by encouraging Chinese intellectuals to create free, English language profiles highlighting their interests and achievements. Western research teams, editors, meeting organizers, and funding agencies now have a resource upon which they can rely to discern who is who within the Chinese scholarly community. Greg will be in Charleston and will be talking about this China initiative in a concurrent session as well as running a plenary panel on Thursday. http://www.anianet.com

Speaking of which, we just got a Back Talk from the indefatigable Tony Ferguson about his visit to the Frankfurt Book Fair! We got it too late to include in this issue, but watch for it in the Dec.09-Jan.2010 issue of ATG!

Speaking of the Frankfurt Book Fair, I wonder if Tony saw the energetic Martin Marlow <martin@mav-marketing.com> who was launching Maverick Marketing, a marketing and market development company serving as an outsourced resource for publishers. Maverick Marketing will help augment limited in-house marketing resources and is led by seasoned publishing marketers with decades of executive management experience and a strong focus on digital publishing. www.mav-marketing.com

And, we told you about this on the ATG NewsChannel a while ago. Did you see it? Who-can-keep-up-with-him Mike Markwith <michael@theskyriver.com>, longtime friend and colleague, is now with Jerry Kline's new venture, SkyRiver, a cataloging service that will compete with OCLC. Mike is SkyRiver's first sales executive! Hoo-Ha!

digital-scholarship.org/digitalkoans/2009/10/06/jerry-kline-skyriver-to-take-on-oclcl www.against-the-grain.com

Speaking of the ATG NewsChannel — have you visited? Leah Hinds <hinds@ SourceInc.net> has totally re-designed the Website and it looks great! We have already gotten a lot of compliments. Come on down! And you can even send in your own comments easily for all of us to hear/see/whatever!

www.against-the-grain.com

This Charleston Conference issue of ATG is guest edited by the Renaissance man John Riley <jdriley@comcast.net> (or 413-586-2852) and the brainy Bob Holley who has plenty of talents himself! John has left EBC and has taken up a new interest in book scanning and digitizing. This issue has all kinds of interesting articles and we even have a Back Talk from Bob Holley about “Books with Feet.” See this issue, p.102. We look forward to seeing both Bob and John in Charleston soon!

This seems apropos. — The University of Nebraska Press has selected Lightning Source Inc. to bring Herta Mueller’s 2009 Nobel Laureate title Nadirs (978-0-8032-8254-4) to market. As would be expected, demand for the title has skyrocketed and the Press only had a small inventory says Rhonda Winchell, Sales and Marketing Manager of the Press. And David Taylor (President of Lightning Source Inc., and Senior Vice President, Content Acquisition, Ingram Content Group) continues, “… Print on demand is a wonderful model to ensure that sales are realized without having to print large quantities up front to allow for possible demand surges like this. We would love to see every publisher have their titles in our program so that no sale is ever lost and no reader ever disappointed.” (See David Taylor’s article in this issue of ATG, p.38.) Founded in 1941, the University of Nebraska Press (UNP) is a nonprofit scholarly and general interest press that publishes 160 new and reprint titles annually under the Nebraska and Bison Books imprints respectively, along with 20 journals. With nearly 3,000 books in print, the University of Nebraska Press is best known for publishing works in Indigenous Studies, Western American History, literary translation, and...