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Charleston Conference Future Dates

Editor

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: Bruce Strauch (The Citadel)

Editor’s Note: Hey, are y’all reading this? If you know of an article that should be called to Against the Grain’s attention ... send an email to <kstrauch@comcast.net>. We’re listening! — KS

BLOOD ON THE FLOOR FOR CONDÉ NAST
by Bruce Strauch (The Citadel)

The famous Sy Newhouse Condé Nast strategy was to act rich to cow competitors and draw the big money ads. Editors had cars and drivers and stayed in five-star hotels. Flying to industry events, they filled first class while lesser publishers trudged past to the cheap seats.

Cometh the slump, and luxury advertisers were the first to pull back. Now the axe has fallen on titles. Brides, Modern Bride, and Elegant Bride, gone. Cookie and the high prestige Gourmet, gone.


AND YET SOME PROSPER
by Bruce Strauch (The Citadel)

In a disastrous advertising climate, some titles are sitting jake. Namely the sixty ones about dogs including Dog Fancy, Doggie Aficionado and Urban Dog.

And now comes TV’s “Dog Whisperer” Cesar Millan launching Cesar’s Way with hot articles like “Can Your Dog Fix Your Marriage?” and “7-Day Doggie Detox.” And a big photo section of major celebrities with their pets. How can they lose?

And others ride the wave. Martha Stewart has added a pet destination on her Website, and Honda Motors’ Element can now come with pet restraint and cushioned pet-bed.


THOSE STILL-AROUND INDEPENDENT BOOKSTORES
by Bruce Strauch (The Citadel)

For foodies headed to San Francisco, Town & Country gives a plug for a new bookstore.

Celia Sack was a rare book specialist at San Francisco’s Pacific Book Auction Galleries who became obsessed with food-related writing. Her collection grew to the point that she opened Omnivore Books on Food, a specialty bookshop on Cesar Chavez Street in Noe Valley. It’s set in an early-20th century butcher shop with freezer and classic rooster logo out front. (omnivorebooks.com)


Future Dates for Charleston Conferences

<table>
<thead>
<tr>
<th>Preconferences and Vendor Showcase</th>
<th>Main Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Conference</td>
<td>3 November 2010</td>
</tr>
<tr>
<td>2011 Conference</td>
<td>2 November 2011</td>
</tr>
<tr>
<td>2012 Conference</td>
<td>7 November 2012</td>
</tr>
<tr>
<td>2013 Conference</td>
<td>6 November 2013</td>
</tr>
</tbody>
</table>

Rumors
from page 10

booklet called 75 years Erasmus Boekhandel Amsterdam-Paris by Sytze van der Veen. It is a richly illustrated publication that tells the history of the company and how present trends are based on past achievements. Did you know that Erasmus was founded in 1934 by Abraham Horodisch, a Russian? I am looking forward to reading even more of this booklet. And the incredible Dirk Raes will be in Charleston to tell us more! www.erasmusbooks.nl

Another publication that I plan to spend some time with just arrived. It’s SPEC Kit 313, Ebook Collections (October 2009). This one’s by Catherine Anson and Ruth R. Connell and is published like all SPEC kits by the Association of Research Libraries.

www.arl.org/resources/pubs/spec/index.shtml continued on page 20

<http://www.against-the-grain.com>