1997 from a Bookseller’s Perspective
by Daniel P. Halloran (Academic Book Center) <danh@acbc.com>

The beginning of a new year is always a time for hope and optimism. Looking back through the past year, in contrast, it's natural for us to focus on some of the things that went wrong, the occasional missed opportunity, or other negative events that affected our professional and personal lives. From a professional standpoint, however, I would have to search long and hard for the negatives in 1997. In fact, it's apparent to me that this past year brought to fruition a number of important trends, and they will coalesce into guideposts for developments in the next few years.

Among these trends and developments are:

- The widespread interest in outsourcing certain technical services functions.
- The commitment to Web-based technology among the larger library booksellers.
- The central role of approval plans in libraries, including smaller libraries that traditionally had used other collection management tools.
- The emergence of consortia as fundamental platforms for resource sharing and other forms of cooperation.

- The creation of a new university in Florida that combines all of these trends to form at least one model for the future. What has motivated these trends and developments? The apparent answer is cost, or stated more broadly, the attempt by library administrators to control costs, use budgets more effectively, and manage the human, technological and material resources better than ever before. But behind this cost control effort is something far more interesting. The amount and the variety of information is growing explosively. Libraries are charged with the mission of collecting and making accessible all this information in a variety of formats, and the task is becoming more complicated. For instance, a simple CD that children buy in retail stores has all sorts of implications when a library purchases the same product: How can it be shared among patrons? What are the fair use restrictions? Can it be copied and networked? How is it protected against theft?

Each of these questions requires a different response, based on the many different producers of the information or the information itself contained on the CD.

And someone, or several people, have to make policy regarding these issues, and then manage those policies. The task gets more complicated in the electronic and database environment, and then there are the added requirements of knowledgeability.

If Rumors Were Horses

Well, it seems like something always happens while we are "in press!" We have just learned that Williams & Wilkins has agreed to be acquired by Wolters Kluwer in a transaction valued at about $375 million. Apparently, there will be an integration between Waverly’s business and Lippincott-Raven’s. It is anticipated that Kluwer will maintain a “substantial operating presence and work force in Balti-

more.” The consolidations continue. See this issue, p. 30 for Judy Luther’s article on consolidations and mergers in our industry. Also, in the future, the energetic and awesome Mary Brandt-Jensen will be writing a column for ATG on mergers and acquisitions in the industry. And there’s more, Rob Richards (see Biz of Acq, this issue, p. 68) sends word over the lawlibrary listserv that there is an updated version of “A Legal Publisher’s List: The Shape of Legal Publishing Today,” available at http://www.colorado.edu/law/ll1lib/ts/legalpub.htm.

Bradford Wiley II, Chairman of the

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November 1997. For the financial year July 1996, the performance of the individual growth companies is as follows: Routledge London—Sales: $42,428,000, Earnings Before Income Tax: $2,467,000; Routledge New York Sales: $17,702,000, EBIT: $1,256,000; Carfax (April-June) Sales: $4,547,000, EBIT: $1,269,000. After allowing for inter-company trading and group expenses, sales for the year were $58,613,300 and operating income before tax and interest was $4,512,000.

Just got a news bulletin and letter from the wonderful John McNeil. John has retired from Annual Reviews effective January 30, 1998. He says that his retirement gives him the opportunity to pursue other interests and spend time with two of his granddaughters who, after living in St. Paul for the past eight years, recently relocated to Davis. He says he also wants to get his house and garden "to the point that Martha Stewart might approve of my efforts." In case you didn’t know, John is quite a gardener and he was able to trade all sorts of gardening stories with Emily Whaley (Mrs. Whaley’s Garden) and Corrie Marsh (Gale), both great gardeners as well. The wonderful Charleston Conference Post-Conference Reception in Mrs. Whaley’s garden hosted by Ms. Whaley, Angie LeClercq (Director of the Citadel’s Daniel Library) and her husband Fred! AND John is NOT deserting the Charleston Conference! He plans to come back many more times and writes that he can be reached at 205 Silvia Ct., Los Altos, CA 94024-3839. Happy gardening, John, and, don’t worry, we don’t care if Martha Stewart doesn’t approve!

Well, ‘twas the week after Christmas and all through my office there were Christmas cards galore. Thanks to ALL of you. AND, what to my wondering eyes should appear but a card from Dr. Nigel Hollingworth <nigel.hollingworth@ipublishing.co.uk> who is now Business Development Manager, Journals for the Institute of Physics Publishing.

Sandy Gurchash is the new Manager of Content Development at Dawson Information Quest. Sandy is that incredible woman who used to be Manager, Publisher Relations, at Blackwell’s Information Services and Manager of Continuations at Baker & Taylor. She holds a Masters of Library Science from Rutgers as well as a Masters degrees from both Cornell and the U. of Maryland. Sandy will be joining the awesomely patient Jan Peterson, Director of Content Development for Dawson Information Quest, Inc. Sandy will work with publishers and content providers to supply access to their content through IQ.

More, Dawson has announced the appointment of Shaun Naughton, Terry Austin, Joanne Robillard, Frank Scales, and Amy Gerzog to its sales team. These great sales executives come from the likes of Chemical Abstracts Service and the DIALOG Corporation, Primary Source Media and Baker & Taylor Books, Digital Equipment Corporation, IME Systems and SilverPlatter Information. Congratulations to all of them.

Elsevier Science, Inc. and Engineering Information, Inc. ("EI") have announced the acquisition of the publishing and information service assets of EI by Elsevier Science. These assets include the Engineering Index database and the Compendex database with related products, and the Engineering Information Village Service. Financial terms were not disclosed. All you astute readers of ATG will remember that Judy Luther interviewed John Regazzi, President and CEO of Engineering Information Village, in ATG, v. #9 (June, 1997), pp.38-39.

Linus Pauling, two-time winner of the Nobel Prize, convinced himself that vitamin C was a cure for cancer and co-authored a book, Cancer and Vitamin C. Pauling’s wife, Ava Helen, began taking large daily doses of the vitamin, in reinforcement of Pauling’s theory and ten years after starting the daily megadoses died – of cancer.
Irvine, UC-Riverside, UC-San Diego, UC-San Francisco, UC-Santa Barbara, and UC-Santa Cruz. UC-Los Angeles continues its relationship with COS through a separate agreement utilizing the COS Funding Opportunities Database. The UCOP-COS agreement permits these sites and UCOP to develop a system-wide repository of information about faculty research interests and expertise. Additionally, the UC-system information will be published for each individual campus and will be integrated into COS Expertise, a consortium of over 200 leading research universities which participate in the Community of Science system. According to the most recent survey by the National Science Foundation, the U. of California is the most research-intensive system of higher education in the world. Its nine campuses have a combined research budget of over $1.8 billion. Community of Science, Inc., works with research universities, scientific societies, and publishers to create virtual communities of scientists and scholars on the World Wide Web. With the participation of the nine University of California institutions, the COS consortium includes the ten largest research universities, and seventy-five of the Top 100 research universities in the United States, as ranked by annual research expenditures. The Johns Hopkins University founded the company in 1988 and remains a major shareholder. For more information, visit the Web site at http://www.cos.com.

Recently heard from Sara Miller McCune, Publisher and Chairman of Sage Publications, Inc., in Thousand Oaks, CA. Sara is a most nurturing, supportive, kind woman not to mention bam-zowie! It was she who helped me in so many aspects of ATG when it was just getting started! Sara wrote the first publisher profile to appear in ATG June 1989, see v. 1#2, p.28, (“Making it Public: Sage Publications” and we also interviewed her in ATG, v5#5, November 1993, pp.32-35.

Anyway, Sara sent along a review which appeared in the Times Literary Supplement in January 1998. Called “Page-turning detective tales.” This is a review of The Book Trade and its Customers, 1450-1900, edited by Arnold Hunt, Giles Mandelbrote and Alison Shell and is published by Oak Knoll Press in its St. Paul’s Bibliographies series. The review is by Christopher Phipps of the London Library and, Phipps says, that the book is a sort of Festchrift for “Robin Myers, one-time schoolteacher and librarian, honorary archivist of the Stationers’ Company and recently elected first female president of the Bibliographical Society.” And, Phipps continues, this series of seventeen essays contains a “blockbuster” essay about Charleston and the Charleston Library Society. Maybe next year at the Conference, we should have a tour to the Library Society? What do you all think?

I tell you, looking back at ATG in June, 1989 (mentioned above) is quite a trip down memory lane. In the columns rumour about Key Book Service filing for Chapter 11, relocation of Ballen Booksellers International to Hauppauge, NY. Jossey-Bass being acquired by Maxwell Communications Corporation, W.R. Grace’s announcement of its plan to sell Baker & Taylor, Keith Schmidle talking about the fact that B.H. Blackwell and John Menzie plc had agreed to cease negotiation on the sale of Coutts Library Service because of objections to the sale by the Canadian government, and, the acquisition by John Wiley & Sons of Alan R. Liss, Inc. WOW! It’s a historical archive! Plus, y’all this is happening all around us!

And speaking of Publisher Profiles, Julie Gammon has done one of the U. of Akron Press which we are looking forward to running in the April issue. Coming up. So —— renew, renew, renew!

As we told you above, this issue of ATG contains an article by the astute Judy Luther on mergers and consolidations in our industry (see page 30). We should mention that the outcome is still unclear about the purchase of CARL and UnCover. Also we have received word that Thompson has sold its science and professional division to Wolters Kluwer.

And speaking of Thomson science and professional division, did you see Anthony Watkinson, who works for that division, at the 1997 Charleston Conference? Anthony, who looks a bit like Rip Van Winkle I think, and who very patiently just went out on the Charleston cold night streets during the Charleston Conference to help me look for my lost husband, I hope will be a speaker at the 1998 Charleston Conference — November 5-7. I am trying to pin him down ...

John Wiley & Sons, Inc. has acquired Peter Brinckerhoff’s Mission Management series from the Colorado-based publisher, Alpine Guild. The series currently comprises three bestselling titles for nonprofit organizations, Mission-Based Management, Mission-Based Marketing, and Financial Entrepreneurship. Robert Follett, owner and founder of Alpine Guild, and former Chairman of Follett Corporation, said, “I am delighted that a very fine company like Wiley will be taking over the books of my friend and author Peter Brinckerhoff. This arrangement will be good for nonprofit leaders, good for Peter Brinckerhoff, good for Wiley, and good for me, since it will free my time to enjoy more of the great Colorado skiing.”

Christopher Brown-Syd, PhD, of the Library & Information Science Program, Wayne State University, Detroit Michigan is assuming editorship of the annual Library & Archival Security (Haworth Press), starting with volume 15. Congratulations, Christopher and more info is available at <getinfo@haworth.com>.

Peter Lyman is resigning as university librarian at the U. of California, Berkeley effective July 1 to join the faculty at Berkeley’s School of Information Management and Systems.


The Institute for Scientific Information® (ISI) and Derwent Information have announced a planned collaboration to create links between the ISI Web of Science™ and Derwent’s Patent Explorer®. Links between these two Web-based services will facilitate the access of researchers worldwide to the significant intellectual value of patent literature and the journal literature supporting that patent. This collaborative effort is expected to be available in the first half of 1998. To learn more, go to http://www.derwent.co.uk or http://www.isinet.com.

Also, the Northeast Research Libraries Consortia (NERL) has purchased extended years of the ISI Web of Science. NERL members participating in the Web of Science agreement include: Columbia University, Cornell University, New York University, University of Rochester, Dartmouth College, Harvard University, Massachusetts Institute of Technology, Princeton University, Tufts University, University of Pennsylvania and Yale University. NERL
comprises a total of seventeen universities. For more information, contact Ann Okerson, Associate University Librarian at Yale University and NE RL Coordinator at 203-432-1764.

ISI has announced that it will release Discovery Agent in February 1998. This alerting service is designed for organizations and individuals who want access to sophisticated profiles running against one of the world’s best research databases. Discovery Agent enables subscribers to create, manage, and edit their own personal profiles on the Web. A specially designed interface assists the user in testing profile results so that the user can refine it using relevant keywords and targeted criteria. Discovery Agent filters its profiles against the ISI/Current Contents data. Alerts are delivered weekly directly on the Web and also by email as an option. Librarians can create profiles for individuals in their organization and automatically email the results to the appropriate individual. A Web demo of Discovery Agent is available at http://www.alerting.isinet.com.

Also, the State University System (SUS) of Florida has licensed the ISI Web of Science. The agreement covers multiple years of access through the Web browser, the Web of Science, to the ISI Citation databases by participating institutions which include — University of Florida, University of South Florida, Florida International University, Florida State University, University of Central Florida, and Florida Atlantic University. Also participating are the medical schools — University of Florida Health Science Center, which includes the Boland Medical Center in Jacksonville, and the University of South Florida Health Science Center. Earlier in 1997, Florida Gulf Coast University, Florida’s newest state university, licensed the Social Science Citation Index® component of the Web of Science. Sam Gowen, Associate Director of Collection Management at the University of Florida said that “the Web of Science is a valuable tool for research faculty. It will enhance productivity, enabling the research community to complete literature research more quickly and apply for funding more efficiently.”

Speaking of Sam Gowen (above), remember that he is co-producer of Ulee’s Gold for which Peter Fonda is up for the Academy Awards. Have you seen it? As we told you back in the November issue, Bo Nardini of Yankee Book Peddler did an interview with Sam which is available at the Yankee Web site http://www.ybp.com. AND — ta da — Bo Nardini will be updating his Ulee’s Gold interview in the NEXT issue of ATG! Watch for it in these pages and, for heaven’s sake, RENEW your subscription to ATG! Do you want to be left out of the news loop?

One thing I really regretted about Midwinter was missing Eleanor Cook’s panel on “Your Boss is Not Your Mother.” Did anyone go who can give us a report?

And, speaking of Eleanor Cook, are you going to the Seventh North Carolina Serials Conference? It’s March 3-6 in Chapel Hill and has as its theme, “The Seamless Interface: Weaving Serials Partnerships.” Eleanor is organizing a Symposium there on “Partnerships” which will be great and includes such leading lights as David Ferriero (University Librarian, Perkins Library, Duke University) and Bruce Heterick (Director, Electronic Sales, Blackwell’s Information Services). There are plenty of other great speakers. Here are a few that come to mind — Clifford Lynch (CNI), Maggie Rioux (Woods Hole Oceanographic Institute “Maximizing the Web for Serials”), Elaine Drusedow (Duke University, “Cataloging Electronic Serials,” Arlene Hanefeld (UNC-Wilmington, “Claiming and Database Maintenance Serial Housekeeping,” Nancy Gibbs (NCSU Libraries), “Wheeling and Dealing for Electronic Resources: A Panel Discussion,” including Amy Dykeman and Bill Potter. There are plenty of people we have left out and I don’t mean to slight anybody. So, for further information contact Cheryl Reddish or Wanda Rascoe at NCCU: 919-560-6485 (voice) or 919-560-6402 (fax).

Heard from Ruth Hodges <bl_hodges@scsu.scsu.edu> who is in the process of planning for SACS (Southern Association of Colleges and Schools), an accrediting agency. Ruth has asked SACS for their criteria for library journal holdings. I am sure that a lot of you have experience with accrediting agencies and am wondering if you would contact either me or Ruth. As always, this is a topic that we would love to cover in a future issue of ATG!

Becky Lenzini (CARL) <renzini@carl.org> is always on the move! She was recently in Las Vegas for daughter Annie's Gymnastics Competition and Annie did a great job!

Buzzy Basch, President of Basch Subscriptions, is pleased to announce that Alice Laona has joined Basch Subscriptions. Alice, a twenty-year veteran of the publishing industry with special expertise in serials, will focus on publisher and customer services.

The National Research Council of Canada has announced that it has signed an agreement to include all fourteen of the NRC Research Press titles on the ADONIS Electronic Journal Subscriptions service. Beginning in January, NRC Research Press started supplying PDF files of all new journal issues to ADONIS electronically in advance of paper publication. The ADONIS production system ensures that electronic publication in ADONIS EJS will be concurrent with the paper issues. For further information, call Paul Ashton 800-944-6415. You will remember that ATG carried an article on ADONIS in the June, 1997 issue, pp.26-28.

Swets & Zeitslinger and the National Research Council of Canada have reached an agreement for the electronic journals of the NRC to be made available via SwetsNet technology and search engine, and then view the article fulltext on screen in Adobe PDF. Kathryn Mikoski, Acting Director of NRC Research Press, states that their participation in SwetsNet is seen as an integral part of the long-term strategy to utilize the enhanced functionality of the electronic environment to provide greater access to published scientific research. “We anticipate that our agreement with Swets & Zeitslinger will be a mutually beneficial partnership between content creator and access provider in which the sum will be greater than the two parts,” she said.

More about SwetsNet. Swets & Zeitslinger and Springer Verlag have announced the conclusion of an agreement for Springer’s LINK to view article fulltext and multimedia material and to also use the broad range of user services within LINK. The joint service was launched at the London Online Conference in December, 1997 and initially 225 titles will be available. LINK is an innovative service combining printed and electronic editions of Springer journals, bringing a wide variety of information directly to the user’s desktop. Hans Ulrich Daniel, Managing Director of Springer Verlag said, “The demand for access to LINK has been enormous since its very inception. LINK and SwetsNet are an excellent fit and SwetsNet will quickly broaden the LINK user base even further.

Fred Lynden (Brown University) and the Charleston Conference go way back. One of my favorite stories is how a group of us women, after a Charleston Conference, stuck Fred with a big restaurant tab (almost). Anyway, Fred’s a good sport, but he is also a serious professional. He is co-editor of Advances in Librarianship and gives a good look at the pricing trends for books and journals in this issue, p. 33.

Looking to reduce costs without affecting public services, the Palos Verdes Library District (PVLD) in Rolling Hills Estates, California, has signed a three-year outsourcing contract with Brodart. The Palos Verdes Library District plans to add service hours to its branches. “We needed to outsource our cataloging and processing, and we also needed a more efficient selection process,” said Peg Tarbox, central library manager for PVLD. “With Brodart’s TIPS all of our selection information — including fulltext reviews — is grouped together. It’s a great time saver over our previous journal review process.” Brodart’s selection lists are provided in machine-readable (MARC) format for loading into the District’s Dynix system. Once the PVLD staff has selected their print and non-print materials, orders are placed using Dynix acquisitions with Enriched...
In the early years of this century, history books did not sell as well as novels. One journalist-turned-historian, Kenneth Roberts, was able to convert history into bestselling novels by weaving in a plot, giving his historical presentation a fictional title, and providing it with a happy ending. His best-known work was Arundel.
Adventures in Librarianship —
Death on the Podium
by Ned Kraft (Smithsonian Institution Libraries) <nkraft@sil.si.edu>

“You know, there was a study that showed most people fear public speaking more than they fear death. In other words, they’d rather die than make a speech.”

If that was designed to encourage me, it missed the mark.

My wife and I were in Chicago for a library conference — she as a spectator, I as a speaker. This was only my third speaking engagement, all three within one year, so I was still enough of a novice to be shaking in my boots. My wife is honest to a fault — a family trait — and she’s a cataloger who can’t help analyzing the situation.

“Thanks,” I said, “I’ll try to remember that as they clip the microphone around my neck.”

Add to that anxiety the fact that this conference weekend marked two other disturbing events: my fortieth birthday and the last cigarette of my life. Just pass me a bowl of Valium, please.

“When’s that firing squad?”

I looked at my watch. “Thirty-one and one-quarter hours to go.”

My fortieth birthday. It wasn’t so bad, really. My twenty-ninth was traumatic. Twenty-ninth marked the spot where I had to stop fooling around, had to get serious, make some important decisions for a change — more important than, say, which nightsclubs are best on Friday nights and which on Saturdays, or, can I still get away with purple ties. So at twenty-nine I put away childish things, became a librarian, lost my hair, and got married.

My fortieth birthday. Did I say that already? I am getting older, you see.

Only one problem: the fear that I was becoming set in my ways, conservative, cautious, that all my purple ties were now replaced by muted shades of respectability. I was giving up cigarettes — another vestige of the younger, rebellious self gone. I owned property, worked from nine till five, wore shoes surprisingly similar to those my father wore, and appreciated fine

port. Just point me toward the podium. It’s time to die.

I checked my watch again. “Twelve more hours ... and twenty-two minutes.”

My wife told everyone we met at the Saturday night reception that it was my birthday. I saw her chatting with strangers, librarians from who-knows-where. I walked up to them, handed my wife the plate of hors d’oeuvres I’d just gathered and before any word of introduction had passed, one of the strangers said to me, “You don’t look forty.”

Am I so insecure that I need such stroking? Maybe.

Eleven hours and three minutes to go as the band played “The Girl From Ipanema” and I scoured the dessert table for something perhaps not so loaded with cholesterol.

A librarian! A forty-year-old librarian! What would the boys in my neighborhood think, the boys I played football and soccer with? “Ya know, Ned is now a forty year old librarian. No, I’m not kidding.” They may as well say that Ned is now wrapped in tweed, paunchy, and nearsighted. Oh, that’s not fair, I know. Blame it on panic ... and a plummeting blood-nicotine level.

As I turned off the lights that night I stood for a moment looking out toward the Chicago skyline. Vibrant. Glorious. A dome of glow lit the black as if Bucky Fuller had succeeded in covering the todding town with his geodesy. Hey, wasn’t he quite old when he hit full stride? I glanced toward the bedside clock. Nine and one-half hours to go ...

“Good Morning!” I rehearsed as I stepped into the shower. “Hello” as I tied my (muted maroon) tie. “Welcome” as I paced the room waiting for my wife to finish her make-up. Fifty-two minutes to go.

A librarian! ... about to give a speech on fund-number design as it relates to organizational structure and reports! Yikes! Maybe no one will show. Maybe the world will end and I’ll be saved from giving my speech. Maybe ... I checked myself in the mirror one last time and realized that all this worry about my becoming hide-bound and safe was superficial. That the risks I’d taken as a young man — physical things like rock climbing, skiing the double-diamonds, wandering into bad neighborhoods, or the general risk of letting life happen — none of that was nearly as risky as what I was about to do.

To face a crowd, just me and my experience and a few notes scribbled on index cards, that was by far the greater risk. The possibility of humiliation is so real you can smell it. Put away the childish risks and take up the adult.

“Good luck.” My wife kissed me on the cheek and pushed me toward the front of the room. I feel empty, as seats were gradually filling. Two and one-half minutes to go ...

Lo, though I walk through the valley ...

The moderator clipped the microphone to my collar. She said something to me. I don’t know what she said. I just smiled.

I shall fear no evil ...

The moderator turns toward the room. She introduces me as somebody who does something in some library. I ... I can’t quite make it out. Then all eyes turn toward me. I smile back at them. Who are these people and why are they here? I check my watch. Three. Two. One.

“Good morning ...”

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Rumors
from page 14

major upgrade to our electronic journals system and significant new products like PhysicsWeb.”


continued on page 32

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Consolidations
from page 31

PointCast made push technology popular by using screen savers to deliver customized news that was advertising based at no cost to the subscriber. This broad-based innovative approach attracted many administrators who were not included in the profiled contract information service provided to selected staff in their organizations.

As corporate Intranets expanded to include information from outside the company for internal distribution, new opportunities appeared along with additional competitors such as Reuters. By summer NewsNet succumbed to increased competition and closed their doors.

About this time, WavePhone Inc., whose specialty is data broadcasting, acquired Parc.Col Online Systems, which provides Internet-based corporate business intelligence services. The combined operation strengthens WavePhone's position in the desktop information market and the combined operation will provide customized, real-time information to more than 125 corporate customers including IBM, 3M, Lucent, Toyota, U.S. Robotics.

DataTimes, acquired by University Microfilms Inc. (UMI) in 1996, fell victim to a shift in the corporate strategy of its new parent when UMI decided to close their corporate division during 1997 and transferred their accounts to Dow Jones with whom they have a new partnership.

Finally at the end of 1997, Desktop Data, Inc. and Individual, Inc. both located in Massachusetts announced a merger to form a new company called Newedge. Desktop Data has a strong reputation for delivering real-time news over company intranets to corporations, financial institutions, government agencies and publishers. Individual has developed highly personalized news packages for both individual and enterprise settings.

OTHER NEWS
During 1997, John Wiley and Sons bought Van Nostrand Reinhold from the Thomson Corporation, expanding their offerings in architecture and design, environmental and industrial science, culinary arts and hospitality, and business technology.

Carfax was sold to Routledge Publishing Holdings and aim to be the world's premier journal specialist in the humanities, social sciences, education and healthcare.

Harry Abrams, the largest and most eminent art book publisher was sold off by parent Times Mirror to a young French company, the Lataghy Group.

The Learning Co. (TLC) agreed to buy SkillsBank Corp. for $15.4 million in stock. It has also bought Learning Services, an educational catalog company, for $9.8 million in stock. This will put TLC's School Division into the top five K-12 electronic instructional materials publishers in the U.S. The acquisitions will expand TLC's products and move the school division into new markets, according to Paul Gullickson, president of TLC School. SkillsBank and TLC School are planning to launch a subscription-based curriculum Web site similar to the Scholastic Network by fall of 1998. Quality Education Data claims that 84.7% of schools use TLC products, making TLC the leading educational software company in the nation.

NEW VENTURES
It seems as though large companies (Thomson, Reed Elsevier) are managing by incorporating new technology, buying competitors and aligning with partners to adapt to the changing market. Part of their challenge is that their size makes it difficult to move quickly and they are economically vested in a print-based subscription model.

New companies can introduce innovative ideas and begin with current technology and workflow without having to reinvent themselves by dealing with legacy systems. Some examples of new entrants include those born as related but separate identities from their parent institutions.

KnowledgeCite, created by Silver Platter, offers Web-based collective access to a range of scholarly bibliographic and full-text databases which can be searched by database or by discipline across databases. Natural language and enhanced Boolean searches produce results which are ranked by relevance. Similar in concept to Nlighten, this product has a logical market with SilverPlatter's existing customer base.

The Community of Science was created ten years ago as a spinoff of Johns Hopkins University and was focused on linking researchers and serving their grant information needs. They just introduced their journal and Web site publishing services which offer societies a flexible, affordable and current approach to putting their journals online and linking them to bibliographic databases.

Yankee Rights Management, whose parent company is Yankee Book Peddler, offers online copyright transactions from within online documents. Copyright Direct supports compliance by making it easy for users to obtain permission and pay for legitimate use of copyrighted works.

As the economic model shifts from supply (offering what is available) to demand (translational sales, buying as needed), the entire market will become more customer oriented. The Web technology provides the ability to offer customized services to end users and publishers, and party vendors and intermediaries will find new roles to meet the specific information needs of their customers.

NB: I would like to acknowledge the support I received in writing this article from — Corri Marsh, Gale Research; Glen Scorer, Yankee Book Peddler; Phil Walles, EBSCO Publishing. — JL

Rumors
from page 23

This issue contains the results to the ATG Annual Report Survey, see page 42. The two winners are Julia E. Ben-Simon (Head of Acquisitions, King County Library System, Seattle, Washington) and Chuck Long fellow (Delaware State University, Dover, DE). These people were chosen at random from the group of people who took the time to fill out the survey. They will be given a complimentary subscription to ATG as well as free registration to the next Charleston Conference (November 5-7, 1998). Hurryay!

CORRECTION, ATG, v.9/#6, Dec. '97-Jan. '98, page 82, Paragraph 3, line 1, the word "not" should be inserted before the word "cook". The point is that Papa Lyman Remembers that he is not going to cook his lunch and must, therefore, outsource it.