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Bestsellers for 1998

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Bestsellers for 1998

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For this issue we depart from the narrow subject focus of our prior YBP Bestseller lists. Instead we offer the Big Picture. No categories at all! Here are the 50 titles our customers purchased most often during (calendar year) 1998.

The list captures the ascendance in academic publishing of the Interdisciplinary (we think the word has earned capitalization). Black Studies by itself, for example, accounts for 19 of the 50 titles, or nearly 40% of the list. University presses, with 37 titles, produced nearly three-fourths of the list, and the larger university presses prove that they know how to make books with appeal to both general and academic readers, from Ira Berlin's Many Thousands Gone: The First Two Centuries of Slavery in North America (Harvard) to John Townsend's What Women Want—What Men Want: Why the Sexes Still See Love and Commitment So Differently. This title is from Oxford University Press, with 10 titles the list's predominant publisher as well as the most eclectic and even athletic performer, with OUP showing mastery of fields ranging from Black Studies to Mathematics to Music.

But our list's lead title was neither interdisciplinary nor much of a crossover read. Towering above all other titles—with 306 copies sold to date, some 70% more than our #2 title (Oxford's History of Jazz)—is the MLA Style Manual and Guide to Scholarly Publishing, probably the lone title the Modern Language Association will ever land on any Bestseller list, anywhere.

We hope you enjoy conducting your own analysis of YBP's 1998 Bestseller list.


Gioia, Ted. History of Jazz. Oxford Univ Press 1997 $30.00 Cloth 0195090810


White, Shane. Stylin': African American Expressive Culture from its Beginnings to the Zoot Suit. Cornell Univ Press 1998 $30.00 Cloth 0801431794


Morrison, Toni, Paradise. Alfred A. Knopf 1997 $24.50 Cloth 0679433740

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Baldwin, James, 1924-1987. Early Novels and Stories. Library of America 1998 $35.00 Cloth 1883011515


Stein, Gertrude, 1874-1946. Writings 1932-1946: Stanzas in Meditation/Lectures in America/The Geographical History of America; Ed. by Catharine R. Stimpson. Library of America 1998 $40.00 Cloth 1883011418

Hrabowski, Freeman A. Beating the Odds: Raising Academically Successful African American Males. Oxford Univ Press 1998 $25.00 Cloth 0195102193


Deveaux, Scott Knowles. Birth of Behop: A Social And Musical History. Univ of California 1997 $25.00 Cloth 0520205790


Three Thousand Years of Chinese Painting; Richard M. Barnhart... et al. Yale Univ Press 1997 $75.00 Cloth 0300070136


Abel, Richard L. Speaking Respect, Respect Speech. Univ of Chicago Press 1998 $30.00 Cloth 0226000567


Chang, Iris. Rape of Nanking: The Forgiven Holocaust of World War II. Basic Books 1997 $25.00 Cloth 0465068359


Jacoby, Sanford M. Modern Manors: Welfare Capitalism Since the New Deal. Princeton Univ Press 1997 $35.00 Cloth 0691015708


Columbia Univ Press 1998 $27.95 Cloth 0231107463


Complete Bill of Rights: The Drafts, Debates, Sources, And Origins; Ed. by Neil H. Cogan. Oxford Univ Press 1997 $95.00 Cloth 019510322x


Russia: A History; Ed. by Gregory L. Freeze. Oxford Univ Press 1997 $45.00 Cloth 0192158996

Rhea, Joseph Tilden. Race, Pride and the American Identity. Harvard Univ Press 1997 $25.00 Cloth 0674566815

Historical Guide to World Slavery; Ed. by Seymour Drescher. Oxford Univ Press 1998 $65.00 Cloth 0195120914

Steele, Valerie. Fifty Years of Fashion; New Look to Now. Yale Univ Press 1997 $45.00 Cloth 0300071329


Carp, E. Wayne. 1946- Family Matters: Secrecy and Disclosure in the History of Adoption. Harvard Univ Press 1998 $27.95 Cloth 0674966863

Melle, Michael A. Dead Wrong: A Death Row Lawyer Speaks out against Capital Punishment. Univ of Wisconsin 1997 $27.95 Cloth 0299153401


Cambridge Illustrated History of Ancient Greece; Ed. by Paul Cartledge. Cambridge Univ Press 1998 $39.95 Cloth 0521481961


Marable, Manning. Black Leadership.

Questions and Answers
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