November 2003

Full Page Ads

Editor

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

Recommended Citation
Editor (2003) "Full Page Ads," Against the Grain: Vol. 15: Iss. 5, Article 42.
DOI: https://doi.org/10.7771/2380-176X.4190

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.
NOW IT'S AS EASY AS
A B C...+D
TO COMPLETE YOUR BACK VOLUME COLLECTIONS

ALFRED JAEGGER, INC.
www.ajaeger.com
Int’l Periodical - Back Volume Specialists
For Over 40 Years

A - Appraisals for tax and insurance purposes
B- Back volumes - Over 50,000 titles in inventory
C - Collection Development Specialists
Comprehensive (Our inventory + publishers + vendors)
+D - Document Delivery - The final step for
back volume completion

Alfred Jaeger, Inc.
66 Austin Blvd.
P.O. Box 9009
Commack, NY 11725-9009
Phone (631) 543-1500
Fax (631) 543-1537
E-Mail: jaeger@ajaeger.com
Discover BLACKWELL’S Digital Reference

Simply CONVENIENT.

WE’RE YOUR BEST CHOICE, FROM START TO FINISH.

It’s what you’ve been looking for — expert help ordering and managing your growing digital reference collection. We partner with you to build and manage a collection that works for your library patrons 24/7, from anywhere. You rely on us to deal with multiple publishers for your print collection — now we do the same for digital collections.

Digital Reference Services Include:
- Detailed prepublication information
- Trial and ordering management
- Help with complex pricing and licensing questions
- Technical support and troubleshooting

When you’re ready to add online reference titles and databases to your collection, Blackwell’s is your simply convenient choice.

Check with Blackwell’s for new titles and databases continually being added.

BLACKWELL’S
BOOK SERVICES

WWW.BLACKWELL.COM • 1.800.547.6426 • DIGITAL@BLACKWELL.COM
The world's most outstanding cancer research

The American Association for Cancer Research—the organization dedicated to accelerating the prevention and cure of cancer—sets the standard for publishing high-quality, original cancer research.

Cancer Research
Cited more often than any other cancer journal with content covering the entire spectrum of cancer research

Clinical Cancer Research
A vital forum for clinical and translational cancer research

Molecular Cancer Research
A journal with innovative research focusing on the molecular and cellular biology of cancer

Molecular Cancer Therapeutics
The only journal that brings together molecular targets for therapy and prevention, molecular and cellular cancer pharmacology, cancer chemistry and drug discovery, and more

Subscribe today!
To subscribe, contact the AACR at telephone: 215-440-9300 (members) 800-633-4931 or 205-995-1567 (nonmembers and institutions) fax: 205-995-1588

www.aacr.org

American Association for Cancer Research
Discover Something Great.

Now you can focus on the information, not the search.

Introducing the redesigned Wiley InterScience® site, where you can spend more time learning and less time looking.

Now you'll be able to navigate instantly through over 800 online journals, books, reference works and databases covering all areas of scientific, technical, medical and professional research. With enhanced subject categorization, improved searching tools, and flexible options for subscription-based or single-article access, Wiley InterScience sets a new standard for online information resources serving a truly global community of users and contributors.

Visit Wiley InterScience and discover a world of information.

www.interscience.wiley.com
Visit our website at: www.thebookhouse.com

Serving Libraries with Any Book In Print

Order Database
Find ANY book in print with our order database. After finding your book you may then order it using our shopping cart system.

Prepub Specials
View our latest prepublication discounts, and place your orders for significant Sci/Tech titles at prices below the publisher's advertised offer.

Library Services
We are your library's "Service Center" for book acquisitions. We will deliver any book in print in the United States and Canada.

On-line Services
Electronic services through our website for clients including web order, publisher list, order database, on-line order status with claiming.

the BOOK HOUSE INC.
Since 1962

208 West Chicago St.
Jonesville, Michigan 49250
Phone 800-248-1146
Fax 800-858-9716
Announcing Horizon 7.3, with more than 100 new features, it's the most technologically advanced library information management system available today, based on open systems, a SQL-compliant relational database, and proven client-server technology. With over 1,000 sites installed worldwide since 1991, Horizon has become the most powerful information management system in the library marketplace. Horizon 7.3 brings new capabilities which provide unmatched flexibility, performance, interoperability, scalability, and workflow.

Experience for yourself what the new Horizon 7.3 has to offer—contact your Dynix sales representative for a more detailed explanation of the features in Horizon 7.3 and a complete product demonstration.

www.Dynix.com

After 20 years in the field of library technology, Dynix remains the leading provider of information management systems in the world. With the largest installed base of customers in the field, Dynix serves all types of libraries: academic, special, school, and public, as well as consortium.
Experience the POWER

The word is out.

AccessMedicine.com just isn’t the same. It’s even better!

AccessMedicine’s newly enhanced search utility is an indispensable tool for today’s time-pressed medical professional. Let AccessMedicine help you and your patrons find current answers to clinical questions - fast.

AccessMedicine Collection
• Harrison’s Principles of Internal Medicine
• Hurst’s the Heart
• The Metabolic & Molecular Bases of Inherited Disease
• Current Medical Diagnosis & Treatment
• AccessLANGE
• plus... more!

30-day free trial available.
Find out more.
Call 877.840.2297 or 212.904.3134.
Information management you trust

- Trust our global network of 23 offices to provide the content and services you need.

- Rely on the financial strength and ethical commitment that has been our foundation for more than 100 years.

- Be assured that our staff of library experts understand your needs and can deliver high quality solutions and services backed by our global ISO:9001 accreditation.

Swets Blackwell. Your information partner.

1-800-645-6595
www.swetsblackwell.com
EBSCO
Now Produces
Definitive Indexes
for Many Disciplines

☑ Business & Management
  ■ Business Source® Premier (BSP)

☑ Communication & Mass Media
  ■ Communication & Mass Media Index™ (CMMI)

☑ Hospitality & Tourism
  ■ Hospitality & Tourism Index™ (HTI)

☑ Nursing & Allied Health
  ■ Cumulative Index to Nursing & Allied Health (CINAHL®)

www.ebsco.com
[click on databases]
Whether you’re looking for...

Official U.S. government publications...

United States Government Manual
Statistical Abstract of the United States: The National Databook
Official Congressional Directory

Important publications from intergovernmental organizations...

Demographic Yearbook (United Nations)
World Economic Outlook (International Monetary Fund)
Study Abroad, 2004–2005 (UNESCO)

Or the tools you need to find electronically published U.S. government documents...

The United States Government Internet Manual (Bernan Press)

BERNAN HAS WHAT YOU NEED!

Order online at www.bernan.com!
THE NEW
[SpringerLink]

IN ONE PLACE > ONLINE > TO YOU

SpringerLink is one of the world's leading interactive databases for scientific, technical, and medical (STM) books and journals.

The breadth and quality of SpringerLink are unmatched. We offer over 300,000 documents in a growing collection of journals and book series.

New Features of SpringerLink include:

• User-Friendly Navigation puts content in easy reach. Researchers are a click away from the information they need most, and two clicks from all the data on SpringerLink. “Breadcrumb navigation” lets users quickly retrace their steps without using the back button on the browser.

• Increased reliability provides uninterrupted access to SpringerLink. Eight fully redundant servers eliminate system failures and make our database capable of meeting demand from around the world.

• Outstanding search capabilities

• Keyword Alerts

For more information, visit springerlink.com or contact your helpdesk

THE AMERICAS
T: 1-800-777-4643, ext. 650
or 1-212-460-1650
F: 1-212-539-1719
E: springerlink@springer-nv.com

OUTSIDE THE AMERICAS
T: +49-6221-345-0
F: +49-6221-345-4229
E: springerlink@springer.de

springerlink.com
Elsevier Reference Works on ScienceDirect

- Definitive reference validated by prestigious editors.
- Vast coverage. Online. At your fingertips.
- Rich functionality from a proven platform. Intuitive interface.
- Extensive cross-referencing and dynamic linking with 4 million journal articles, bibliographic databases and over 170 other publishers' platforms via CrossRef.

Visit us at the Publisher Open House 2003
November 5-8, Charleston

Due for release on ScienceDirect in 2003
Comprehensive Composite Materials
Encyclopedia of Materials: Science and Technology
Encyclopedia of the Neurological Sciences
Encyclopedia of Cancer, 2nd Edition
Encyclopedia of Hormones
Encyclopedia of Genetics
Comprehensive Coordination Chemistry II
Encyclopedia of Separation Science
Encyclopedia of Ocean Sciences
Encyclopedia of Atmospheric Sciences
Encyclopedia of the Human Brain
Encyclopedia of Psychotherapy
Encyclopedia of Physical Science and Technology, 3rd Edition

Due for release on ScienceDirect in 2004
Treatise on Geochemistry
Comprehensive Structural Integrity
Encyclopedia of Food Sciences and Nutrition

www.sciencedirect.com
Authoritative, Extensive, Online Reference At its Best
Never underestimate the importance of a librarian.

Okay, chances are you won’t find a librarian on the ocean’s floor. But librarians do play a vital role on any research team, enabling breakthroughs and real-time solutions. Whether you’re choosing information for specific research communities or decision-support for professionals, Elsevier offers access to a world of information that knows no boundaries. Select from a wide range of scientific, technical and health information available in multiple media, including innovative electronic products like ScienceDirect® and MD Consult. After all, getting the right information into the right hands is critical to the success of any exploration. Building Insights. Breaking Boundaries.®
For People. Not Profit.

Our mission is to publish outstanding information. Period. Libraries and IEEE, for people, not for profit.

www.ieee.org
On-Line Ordering
Rush Service
Firm Orders
Standing Orders

1-207-774-0331 • Fax: 1-800-214-3895 • 1-800-937-0331
ebc.com
When your questions go beyond Psych. 101.

Comprehensive Handbook of Psychological Assessment, 4-volume set

MICHEL HERSEN, PhD, Pacific University, Editor-in-Chief

0-471-41610-X • 2,400 pages (approx.) • $600.00 USA/$929.95 CAN

Individual volumes available:

Cloth • $150.00 US/$232.95 CAN

V. 1 Intellectual and Neuropsychological Assessment 0-471-41611-8
V. 2 Personality Assessment 0-471-41612-6
V. 3 Behavioral Assessment 0-471-41613-4
V. 4 Industrial and Organizational Assessment 0-471-41614-2

The Comprehensive Handbook of Psychological Assessment is the first and only multivolume reference of its kind, covering all of the major categories of psychological assessment while providing students and practitioners with the most up-to-date information they need to thoroughly understand the psychological testing and assessment process.

- Ideal for the teacher, student, researcher, and professional
- Covers the major categories of psychological assessment

Handbook of Psychology, 12-volume set

IRVING B. WEINER, University of South Florida, Editor-in-Chief

0-471-17669-9 • 8,176 pages • $1,800.00 US

Orchestrated under the auspices of Irving B. Weiner, PhD, ABPP, Handbook of Psychology provides a clearly written and practical review of the entire field and a dynamic evaluation of the topics covered—from current knowledge to emerging trends and future directions. If there is only one reference you add to your psychology collection this year, Handbook of Psychology should be the one.

Available through your vendor.

WILEY
Now you know.
In challenging times, where do you turn?

☐ a) To an industry leader with a full range of services?

☐ b) To a smaller company for personal attention?

☐ c) To an experienced company with bookselling expertise?

☐ d) To good friends with professional skills and credentials?

☒ e) All of the above!

Franklin Book Co., Inc. Superior Services to Libraries since 1969

Monographs • Standing Orders
Slip/Approval Services
AV Materials • Shelf-Ready Services

7804 Montgomery Avenue Elkins Park, PA 19027-2698
telephone: 215.635.5252 • 800.323.BOOK
www.franklinbooks.com

The smaller company with surprisingly big ideas
Access AIP journals online back to 1968

Subscribe to any AIP journal in 2004 and you’ll receive online access to a five-year backfile. For an annual fee of only $75 each ($110 for The Journal of Chemical Physics, Applied Physics Letters, and Journal of Applied Physics), you can receive extended access back to 1968 — that’s 30 additional years.

In addition to the three AIP publications mentioned above, you can also obtain backfile access to Journal of Mathematical Physics, Physics of Fluids, Physics of Plasmas, and Review of Scientific Instruments. Another AIP journal, Chaos: An Interdisciplinary Journal of Nonlinear Science, already offers a complete online archive going back to its first issue in 1991.

Add backfiles today and triple the number of articles available to your patrons with a regular subscription. Contact your agent or subs@aip.org.

License the World’s Most Important Collection of Science and Engineering Journals

If it’s your job to provide online journal access to researchers in different departments, different cities — even different countries — AIP can help. We can tailor a consortia package to your needs from a collection of nearly 100 journals from the world’s most respected scientific and engineering societies. With one license you can provide electronic access to an unlimited number of users — regardless of their physical location.

Many of the journals in our collection are among the most highly cited in their fields, bringing users authoritative coverage in a wide range of disciplines. Societies participating in AIP’s consortia program are:

> Acoustical Society of America
> American Association of Physicists in Medicine
> American Association of Physics Teachers
> American Institute of Physics
> American Physical Society
> American Society of Civil Engineers
> ASME International
> AVS—The Science & Technology Society
> The Electrochemical Society
> International Centre for Diffraction Data
> Optical Society of America
> Russian Academy of Sciences
> Society of Exploration Geophysicists
> The Society of Rheology

Now deliver online journal access to a vastly greater audience!

Questions? Call Monica Dragovich at +1 516-576-2484 or e-mail mdrago@aip.org.

Learn more about AIP products and services — visit http://librarians.aip.org.
It's never been easier to get digital permissions!

www.copyright.com

No matter how you use copyrighted materials, Copyright Clearance Center makes it easy to get the permissions you need. Our online licensing services are easy to use and are available 24/7—whether you need paper or electronic copies, to distribute internally, externally or both.

Visit copyright.com today and learn more.
Or call one of our Licensing Consultants at 978-750-8400.
Available October 2003!

Oxford Scholarship Online
www.oxfordscholarship.com

Over 700 classic and newly-published Oxford monographs will now be fully cross-searchable online, with over 200 new titles added each year. Four subject collections will feature the best scholarly books in:

- Philosophy
- Political Science
- Religion
- Economics & Finance

Specially commissioned keywords, book and chapter abstracts for each book, and reference linking from bibliographies and footnotes to online content make this a powerful and unique research tool for scholars and students.

Oxford Scholarship Online will be available by annual subscription as a complete resource or by individual subject collections.

Introducing The Premium Collection...

Oxford Reference Online
www.oxfordreference.com

Whether it's ready-reference or lengthy scholarly articles, Oxford Reference Online gives librarians and their patrons cross-searchable access to the most authoritative reference collection available. Coming in November 2003, The Premium Collection will enhance access to over 100 ready-reference resources in The Core Collection with an additional 50,000 entries written by leading scholars from the engaging and authoritative Oxford Companions and 20,000 entries from The Oxford Dictionary of Quotations. Subscription options allow librarians to choose the Collection that best suits their needs.

"It's hard to imagine any library or user who will not find this collection useful."
—Library Journal

American National Biography Online
www.anb.org

"...an essential addition to the reference collection of any large public and academic library..."
—Booklist/RBB

"...offers a single, authoritative, current resource of high quality...[for] every academic and public library."
—Choice

Grove Art Online
www.groveart.com

"...the definitive starting point for almost any art history research."—Booklist/RBB

"A remarkable step in the development of online research material."—Choice

Grove Music Online
www.grovelmusic.com

"...an important tool for anyone doing music research."—Library Journal

"...this is a musical source for all people for all times."
—Booklist/RBB

Oxford English Dictionary
www.oxfordcom

"...highly recommended for reference collections in academic, public, and special libraries."
—Library Journal

"The greatest work in dictionary making ever undertaken."
—The New York Times

For more information:
onlinesubscriptions@oup-usa.org
800-334-4269 ext 6484

OXFORD UNIVERSITY PRESS
198 Madison Avenue, New York, NY 10016
www.oxfordonline.com
ACS Publications is pleased to announce **Molecular Pharmaceutics**, a new journal focusing on molecular mechanistic approaches to the development of bio-available drugs and delivery systems.

A scholarly journal published bi-monthly in print and continuously online, **Molecular Pharmaceutics** will feature articles & communications concentrating on the integration of applications of the chemical and biological sciences to advance the development of new drugs and delivery systems.

**Molecular Pharmaceutics** will promote high quality research advancing the understanding of pharmaceutics at the molecular level while providing a forum for research among the fields of physical and pharmaceutical chemistry, biochemistry, molecular and cell biology, and materials science focused on drug delivery. With an emphasis on fundamental molecular concepts in chemistry and biology as applied to drug and drug delivery system activity, the journal will showcase emerging technologies used to advance the drug development process.

Scientific areas include: physical and pharmaceutical chemistry, biochemistry, molecular and cellular biology, and polymer and materials science as they relate to drugs and drug development.

Sign up for FREE ASAP™ alerts now to receive the first articles ASAP™ (As Soon as Publishable) in your inbox.

**Editor:**

Gordon L. Amidon,
Charles R. Walgreen Jr.
Professor of Pharmacy and Professor of Pharmaceutical Sciences at the University of Michigan.

**Associate Editors:**

Kyung-Dall Lee
University of Michigan

Carston R. Wagner
University of Minnesota

Volume 1, 2004 • 6 issues
Institutional Print Subscription Rate (US): $1,100 • Outside North America: $1,130
Quick
As a
Click!

That's how easy it is
to give your patrons
online access to
Endocrine Society Journals

- Endocrinology
- Endocrine Reviews
- The Journal of Clinical
  Endocrinology
  & Metabolism
- Molecular
  Endocrinology

Did you know that institutional subscriptions to
The Endocrine Society's four journals now include
unlimited access to online versions for users campus-wide?

To activate your online journal access, simply go to
www.endo-society.org/journals.institution_instructions.cfm

It's a quick way to provide your patrons with a valuable service
...and leave all the clicking up to them!

2004 Institutional Subscription Rates for Print and Online:

<table>
<thead>
<tr>
<th>Title</th>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endocrinology</td>
<td>$837</td>
<td>$1030</td>
</tr>
<tr>
<td>Endocrine Reviews</td>
<td>$403</td>
<td>$458</td>
</tr>
<tr>
<td>The Journal of Clinical Endocrinology &amp; Metabolism</td>
<td>$644</td>
<td>$748</td>
</tr>
<tr>
<td>Molecular Endocrinology</td>
<td>$598</td>
<td>$709</td>
</tr>
</tbody>
</table>

Standard Endocrine Society agency discounts apply.
Where to find the complete Internet—
from ActiveX to XBRL.

"The breadth of the coverage is such that both novices and professionals, academics and managers, students and professors, will discover useful information that can benefit their knowledge of how to think about the Internet. A great reference to have!"
—DR. ROBERT HANFIELD, Bank of America University, Distinguished Professor of Supply Chain Management, Director, Supply Chain Resource Consortium, Editor-in-Chief, Journal of Operations Management, North Carolina State University

"The Internet Encyclopedia is exciting and long overdue...an interesting mix of technical and non-technical articles which should broaden the appeal."
—ABBE LANDRY, Head of Reference, Watson Library, Northwestern State University of Louisiana

"Anyone who is serious about understanding the Internet will simply have to have this reference."
—DR. PETER SEALEY, Adjunct Professor of Marketing, Haas School of Business, The University of California at Berkeley, Former Chief Marketing Officer, The Coca-Cola Company

Special pre-publication price of $600 US through January 31, 2004; $750 thereafter

0-471-22201-1 • Cloth • Approximately 2,600 Pages • Three-Volume Set

WILEY
Now you know.
See the World through the Eyes of Women from Over 130 Countries in this Important New 6-Volume Reference Set

The Greenwood Encyclopedia of Women's Issues Worldwide

Lynn Walter, Editor-in-Chief

6 VOLUMES

This essential resource offers an abundance of crucial, newly available, and distortion-free information on women's issues—including education, employment and economics, family and sexuality, health, politics and law, religion and spirituality, and violence—in more than 130 countries. Also included are a profile of each nation, an overview of women's issues, and a brief outlook for the 21st century.

September 2003 • 2,500 pages in 6 volumes 0-313-32787-4 • $550.00

To Order: 800-225-5800 Fax: 603-431-2214
order online at www.greenwood.com
Introducing the Annual Reviews Electronic Back Volume Collection

Over 70 Years of Annual Reviews Content — Online and Available for Purchase TODAY

A comprehensive electronic collection of all Annual Reviews back volumes, with content spanning the Biomedical, Physical, and Social Sciences, dating back to the very first volume of the Annual Review of Biochemistry® in 1932.

The Annual Reviews Electronic Back Volume Collection takes your holdings one step further and bridges the content gap by providing access to the remaining back volumes in each Annual Reviews series to give you ALL Annual Reviews content online and available to your patrons.

Features and Benefits Include:
- One Time Purchase for One Price
- Immediate Access to 830+ Volumes - Over 19,000 Critical and Authoritative Review Articles
- Fully Supplemented and Searchable
- Single-Site and Multi-Site Licenses Available

ANNUAL REVIEWS
Nonprofit Publisher of the Annual Review of™ Series
To Reach the Annual Reviews Site License Department:
Call Toll Free (US/Canada): 800.523.8635 or Worldwide: 650.493.4400
Email: sitelicense@annualreviews.org | www.annualreviews.org/go/atg3
Serials Solutions delivers complete e-journal access solutions

Serials Solutions was founded by a librarian, for librarians. Our A-to-Z title list is the original and premier electronic journal tracking tool, available at more than a thousand libraries worldwide.

We’ve expanded our services to offer a complete set of tools that will help you and your patrons realize the full value of your electronic journals.

As always, our services are customized for your library and include content available through your database aggregators, subscription agents and publishers.

Help Your Patrons Find Your Electronic Journals

A-to-Z TITLE LIST
Find specific titles. View your entire collection.

FULL MARC RECORDS
Include e-journals in your OPAC.

JOURNAL LINKER
Link from abstracts & indexes to full-text.

ARTICLE LINKER
Full-featured OpenURL resolver.

For more information, please contact us at:
1-866-SERIALS
www.serialssolutions.com
Two new online products for those with a personal or professional interest in the problems of language use and communication.

The target audience is a wide, international and interdisciplinary academic community covering the entire range of the language sciences, and the social, cultural and cognitive sciences.

The Bibliography contains over 22,000 records. With abstracts and keywords. Unicode compliant. Sophisticated searchability. Annual updates of 6,000 records.

The Handbook offers more than 200 encyclopedic articles covering the entire field of linguistic pragmatics. Fully hyperlinked. Periodically updated.

For more information and to sign up for a free 30-day trial, visit www.benjamins.com/online

John Benjamins Publishing Company
"What do we have? How does it stack up? What's OUT THERE? What do we NEED? What could we deselect?"

With Ulrich's Serials Analysis System

You can KNOW...

your serials collections —by measurable industry standards.

KNOW...

what percentage:
- is refereed
- has an ISI impact factor
- is available electronically
- is recommended

If you ever make collection-critical decisions, such as selection and deselecting of serials, or if you need to report on your collections... then you need

Ulrichs Serials Analysis System.

LEARN MORE!

Visit: www.ulrichsweb.com/analysis
For more information, use www.bowkersupport.com
the Library support site from Bowker 1-800-5BOWKER (800-526-9537)
NEW OpenURL Compliant

America: History and Life and Historical Abstracts
The Essential Tools of History and Social Science Discovery

Now, with full-text links to over 118,000 articles and OpenURL compliance, the best tools for history and social science research are even sharper.

Enhanced Research Service
- Faster and easier retrieval of full-text articles from within your library's holdings with a single click
- Locate any source within your library's collections from Historical Abstracts and America: History and Life

Comprehensive Coverage
- Full-text linking to over 118,000 articles, provided by JSTOR, ProjectMUSE, and History Cooperative
- 1.2 million abstract and index entries
- Over 1,700 history and social science journals in 50 languages
- Journal coverage from 1955-present

Useful For Researching These Disciplines:
- American History
- Anthropology
- Cultural Geography
- History of Science, Business, Law, & Education
- Political Science
- Religious Studies
- Sociological Studies
- Women's and Gender Studies
- World History

The premier bibliographic databases for history and social science research.

Sign up now for a free 30-day preview at www.abc-clio.com/serials.
The ACM Digital Library

The Ultimate Online INFORMATION TECHNOLOGY Resource!

Discover the ACM Digital Library in the ACM Portal, a vast online resource of ACM's computing and information technology publications. Your patrons can enjoy unlimited access to more than one million pages of full text with archives dating back to the 50's. This unparalleled resource is a must-have for every technology collection!

The ACM Digital Library includes:
- Over 30 ACM publications, plus conference proceedings
- 48+ years of archives
- Advanced searching capabilities
- 1.2 million pages of downloadable text

Plus, over 750,000 bibliographic citations are available in the ACM Online Guide

AN EXCEPTIONAL VALUE

FREE GIFT

Contact ACM and receive a FREE GIFT* for inquiring about the ACM Digital Library for your institution (while supplies last). Please mention code ADATG24.

*Limited to one per institution/organization

ACADEMIC INSTITUTIONS, please contact:
ACM Member Services
e-mail: acmhelp@acm.org
phone: +1-212-626-0500
fax: +1-212-944-1318

CORPORATIONS & CONSORTIA, please contact:
DL Coordinator
e-mail: dl-info@acm.org
phone: +1-212-626-0518
fax: +1-212-944-1318

www.acm.org/dl
www.acm.org/portal

Association for Computing Machinery
The First Society in Computing
rapid access
New eBooks can be ready for circulation the day after you order.

cost-effective
Adding an ED eBook collection is a cost-effective way to extend your library's service or introduce new types of materials.

thousands of titles
Thousands of non-fiction and fiction titles are currently available on ED, with more titles being added daily.

easily integrated into acquisitions workflow
ED eBooks can be ordered through The Title Source™ II and GOBI® 2

PDA
No new investment in special eBook readers. ED eBooks can be downloaded to a PDA.

NO special hardware/software
ED eBooks can be downloaded and read on equipment/software that patrons already have. No special hardware/software required.

For more information, call 800-258-3774
Log On.*
Get Your Bibliographic Work Done.

*Don't download software. *Don't pay for upgrades. *Don't limit yourself to one workstation. *Use it from Windows, Mac or Unix-based machines.

RefWorks

Only one bibliographic management system fully delivers complete Web-based functionality and delivers it immediately...

**NO** need to load program software on individual machines

**NO** limits on number of records stored

**NO** need to support multiple programs

**ALL** major Web-browsers supported

**ALL** accounts can be accessed from any Internet-connected machine

**ALL** accounts provide multiple language interfaces

**Compatible** with multiple platforms including Windows, Unix & Mac

**Compatible** with major commercial online resources, as well as providing Z39.50 and PubMed searching

**Compatible** with languages not using Roman characters (e.g. Japanese, Arabic, Greek)

For More Information Access www.refworks.com

DISTRIBUTED BY CSA

7200 Wisconsin Avenue, Bethesda, MD 20814 USA
Tel.: +1 800-843-7751 (U.S. & Canada)
+1 301-961-6700 (worldwide)
Fax: +1 301-961-6708 (worldwide)
E-mail: sales@csa.com
Project MUSE is the premier not-for-profit online journal collection dedicated to the arts, humanities, and social sciences. And, ours is the only collection managed by publishers in collaboration with a library. With affordable, flexible subscription options, an easy-to-use search function, and new journals added consistently, Project MUSE is the one resource that’s the perfect match for your needs.

muse@muse.jhu.edu 410-516-6989
Fifth Print Edition

An acclaimed reference—new and updated.

"The most indispensable reference in the English language on all aspects of chemical technology—the best reference of its kind."
—Chemical Engineering News on the Fourth Edition

"Absolutely essential for all institutions with programs in chemistry, chemical engineering, biotechnology, and related areas."
—CHOICE on the Fourth Edition

The Kirk-Othmer Encyclopedia of Chemical Technology has been a mainstay since publication of the first edition in 1949. The new Fifth Edition builds on the earlier editions with a wide scope of articles reflecting the many changes and developments in chemical technology.

Special Prepublication Savings!

Order the complete 27-volume set from your vendor today.
Pay now and SAVE 20% off list price!
0-471-48494-6 • Cloth • 22,950 pp.
January 2004
List: $6,750.00
Your for just $5,400.00!
You save $1,350.00

Or receive the volumes on a standing-order basis and SAVE 10% off the list price!
0-471-48810-0 • Cloth • 22,950 pp.
January 2004
List: $6,750.00
Standing Order for just $6,075.00
You save $675.00

Available through your vendor

WILEY
Publishers Since 1807
Visit the AMS Website

The AMS website provides access to scientific information, resources, and tools for the mathematical community.

www.ams.org
We offer standing orders on a full list of AMS books in series.

QUESTIONS?
Call 1-800-321-4267 or email cust-serv@ams.org
Tug-of-Wars
in Children's Excellence

All Work and No Play...
How Educational Reforms Are Harming Our Prechoolers
Edited by Sharna Olman
Childhood in America
“Extremely timely and valuable.”
William Crain
author of
Reclaiming Childhood:
Letting Children Be Children in Our Achievement-Oriented Society

Educators, neurologists, and psychologists explain how the high-stakes testing movement and race to wire classrooms may threaten children’s intellects.
November 2003 • 225 pages • 0-275-97766-4 • $39.95

Media Violence and Children
A Complete Guide for Parents and Professionals
Edited by Douglas A. Gentile
Advances in Applied Developmental Psychology
“One of those rare books which has the potential to change our culture.”
Paul Simon
Director, Public Policy Institute

This is the most current and complete guide to media violence and its effects on children.
October 2003 • 360 pages • 0-275-97566-3 • $49.95

The War Against Excellence
The Rising Tide of Mediocrity in America’s Middle Schools
By Cheri Pierson Yecke
“Lucid and passionate.”
Chester E. Finn Jr.
President,
Thomas B. Fordham Foundation

Yecke examines how the American middle school was hijacked and made into a vehicle for social change.
November 2003 • 248 pages • 0-275-98116-9 • $49.95

PLACE YOUR ORDER TOLL-FREE: 1-800-225-5800
ORDER ONLINE AT www.praeger.com
remember: activate your online subscriptions to allow access for your users

Offering the latest research across the full range of disciplines, and the tools to make subscription administration and access simple and convenient:

Account Administrator Feature
You can manage aspects of your own institution’s subscriptions

Usage statistics on-demand
COUNTER compliant statistics for each institution

Site holdings tool
View and analyse your institution’s subscriptions

User-friendly online help facility
Context-sensitive help system with online troubleshooting and diagnostics feature

Single and multi-site access
Full and subject-based packages of journals

Continuing Access
Access to the paid-for volume[s] continues after subscription cancellation

Library Advisory Panel
Online forum for discussion and feedback to give you what you need...
to join email rturner@cambridge.org

useful contacts and addresses:

technical support: subscriptions@cambridge.org
activating subscriptions: www.cambridge.org/activate
consortia and site license deals: journal_sales@cambridge.org
publication information: journals@cambridge.org
marketing materials for your library: jnl_mkt@cambridge.org

view our range of titles and features at www.journals.cambridge.org
30 YEARS LATER
WE ARE
95 STRONG
THANKS!!!

ambassador books and media

celebrating 30 years of service to libraries
and industry throughout the world

42 Chasner Street, Hempstead, New York 11550
U.S.A.
800-431-8913 - 516-489-5661 fax
www.absbook.com

ambassador MEDIA
Starting in 2004
New Online with Bound Volume Format...

Applied Mechanics Reviews

Editor: Arthur W. Loissa, Colorado State University

Applied Mechanics Reviews (AMR) continues as an online journal. Subscribers can view the full text of the journal online or download pages to print; but now, as part of their subscription, they also receive a bound volume of the year's review articles. AMR online includes retrospectives, review articles, and book reviews. The review articles organize, summarize, and clarify knowledge as it currently exists in the technical literature. AMR articles reflect upon areas of research, including theoretical, computational, and experimental aspects, as well as theoretical modeling, methods of analysis, and instrumentation.

remember these features

- Retrospectives by authors looking back on their work and areas of interest
- Review articles by authors from around the world on myriad applied mechanics topics
- AMR's scope encompasses mechanics topics across the engineering sciences spectrum, such as fluid and solid mechanics, heat transfer, and dynamics and vibration
- Book reviews in every issue – no other journal reviews as many books

rates

Bi-monthly Online Review Journal
ISSN: 0003-6900
One year subscription (includes year-end bound volume)
Domestic: $535
International Air Service: $595

Bi-monthly Online Review Journal and Abstracts Database Access
One year subscription (includes year-end bound volume)
Domestic: $790
International Air Service: $850

Access to the AMR Journal Article Abstracts Database is now available separately or in combination with Applied Mechanics Reviews.

AMR Journal Article Abstracts Database

This online database (now with 275,000 abstracts) offers electronic search capability of the full archive of bibliographic citations dating back to 1989. All abstracts are classified by research area, with extensive cross-indexing. Authors’ mail and email addresses are included. Publisher information for all journals is provided and is easily accessible with links from the journal abbreviation in the abstract citation to the publisher information on the Journals Reference web page.
July 20, 1969
One small step for man. One giant mishap for Barney Google.

On this historic day, newspapers were focused on the impending moon landing. They discussed the obstacles and—interestingly enough—were still weighing the probability of failure. Further down page one, The New York Times ran a breaking story on a young woman’s tragic death in Senator Kennedy’s car on Chappaquiddick Island. The Washington Post also featured a six-month report card of Nixon’s presidency, and a Barney Google cartoon depicting Barney teeing off toward the wrong green.

Welcome to a snapshot of history that puts the momentous in the context of the everyday. The ProQuest Historical Newspapers™ program offers easy online access to more than 150 years of newspaper content, fully digitized from cover to cover, including The New York Times, The Wall Street Journal, The Washington Post, The Christian Science Monitor, The Los Angeles Times, and The Chicago Tribune, giving you a breadth and depth of history previously unattainable. For more information or a free trial, visit www.il.proquest.com

ProQuest
Historical Newspapers™
Midwest Library Service
11443 ST. CHARLES ROCK ROAD • BRIDGETON, MISSOURI 63044-2789 • U.S.A.

“HEAR YE! HEAR YE!”

ARE YOU SEEKING A BOOK JOBBER YOU CAN TRUST?

✓ ONE WHO CONSISTENTLY PROVIDES EXCELLENT CUSTOMER SERVICE

✓ WHO SHIPS AND INVOICES BOOKS ACCURATELY AND PROMPTLY

✓ HAS BEEN IN BUSINESS OVER 40 YEARS UNDER THE SAME OWNERSHIP

✓ HAS DEPARTMENT MANAGERS WITH OVER 25 YEARS EXPERIENCE

✓ AND HAS A SALES STAFF DEDICATED TO SERVICING LIBRARIES

MIDWEST LIBRARY SERVICE OFFERS ALL OF THIS PLUS MUCH MORE!

CALL TODAY TO DISCUSS HOW WE CAN SERVE YOUR LIBRARY

Phone: 800-325-8833 • 314-739-3100
FAX: 800-962-1009 • 314-739-1326

www.midwestls.com
mail@midwestls.com