The Devil Is In the Details

Mary Ann Liebert

Mary Ann Liebert, Inc., mliebert@liebertpub.com

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the larger cities, they lodged and dined in considerable opulence. This reviewer was struck at how often they referred to Cook's for their travel needs, and it was just a cliche in the reviewer's mind — giving the Cook's Tour. With the advent of the First World War, the reading habit began when I was a little girl. My favorite uncle joined us for dinner at a magazine about dogs, several pertaining to investigative journalism. The 1776 Declaration of Independence, which ushered in a subscription for years. I spent a great deal of my time online, looking at specific sites for specific information. Once I have hit upon a comprehensive site, I am then frequently seduced by the links — I become interested in discovering if Runco's book touches upon this idea. In the chapter on historical approaches to creativity, I found it in the brief boxed section about Gandhi and his development of the principal of passive resistance to colonial rule. Gandhi's principle was the opposite of armed struggle movements that were growing out of the violence of the World War years and an insurmountable challenge to English authority. In Chapter Eight's section entitled "Stop Rules, Conventions, and Cultural Inhibitions," it is approached in Runco's discussion of research that examines the tensions between individuals' desires to do creative work and their society's means of rewarding, punishing, or ignoring/tolerating their work. In the chapter covering enhancement, it is illustrated in a section about contrarianism and how individuals can develop space for creative work and gain control over that work by not limiting themselves to conventional means and values. I'm always pleased to find convergences between interesting texts currently on my reading table.

Although intended primarily as a textbook, librarians nonetheless will find Creativity Theories and Themes a great asset when helping their patrons get a grasp on this rich literature. With its clean writing style and abundant references, Creativity will assist students new to the subject and more seasoned scholars wanting to delve deeper. Both will be able to access the many concepts and wide-ranging scholarship that make up the interdisciplinary field of creative studies.

Mark Runco has given the academic community a powerful tool for understanding the diverse and evolving views on human creativity. 

Reviewer's Note: The author of this review consulted the following sources: Amazon.com, Barnes&Noble.com, and the Elsevier Academic Press book catalog online.

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by Mary Ann Liebert (President and CEO, Mary Ann Liebert, Inc., publishers, 140 Huguenuet Street, New Rochelle, NY 10801; Phone: 914-740-2122) <mliebert@liebertpub.com> www.liebertpub.com www.genengnews.com www.westchesterwag.com

I spend a great deal of my time online, looking at specific sites for specific information. Once I have hit upon a comprehensive site, I am then frequently seduced by the links — I liken it to the Yellow-Brick Road, and, like a robot, off I go. Too frequently, this journey loads my brain with much more than I want to know and certainly much more than I may need to know about the subject at hand. The Web's search capabilities are addictive. When it comes to reading, give me a book or magazine. My bedside table is piled with novels, biographies, mysteries, and some how-to books. Some books soothe the soul, others fire my imagination. The reading habit began when I was a little girl. My favorite uncle joined us for dinner at least twice a week, and never arrived without a book or two. I devoured over 60 Bobsey Twins books and the entire Nancy Drew and Dana Girls mysteries; the former prompted an ongoing interest in twin studies, and the latter may have had some impact on my interest in investigative journalism. The Pollyanna books, again the whole series, had a strong effect on my ability to usually find something positive in most situations, and I will defend her to anyone who thinks she was just a cockeyed optimist. I was inspired by Heidi, wept with Dickens, and was captivated by Little Women. Every room in our home was filled with books. Additionally, my parents subscribed to at least two newsweeklies, two newspapers, a magazine about dogs, several pertaining to the arts, others that were related to their professional activities, and at least one concerned with national politics. National Geographic was highly esteemed, and we saved all the issues for years. My own subscriptions began with Jack and Jill and Scholastic, and when I was in my teens, my friends and I devoured our issues of Seventeen, which ushered in a subscription habit that has only increased. Flipping through the pages, my eye is frequently caught by something that I might not have considered of particular interest. It may, in fact, be a page facing an article I intend to read that intrigues me and puts my creative thinking into drive gear. In fact, it is often the topics in which I don't have a specific interest that end up being most valuable. continued on page 65
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Today’s magazines present content in more reader-attractive formats, so reading for information is more easily coupled with reading for pleasure. I page through magazines while I eat breakfast or lunch, perhaps during a long soak, or while I’m gently swaying to and fro in the hammock. I like that I can put the magazine aside and pick up where I left off without any hardware or software issues: no need to plug in or recharge or reboot.

I don’t cancel subscriptions very easily. I still subscribe to some magazines that offer their full content on the Web. “Why do you pay for material you get for free online?” a friend asked recently, as she looked through my stash. “I read them differently,” I said. “The Web makes it very easy to search for specific resources, but when I am ready to read comprehensive and/or lengthy content, print is preferable.”

Many of my best ideas have come from reading an article in a print magazine or journal that I had not intended to read. The serendipity factor works for me.

Among subscriptions that come to our home are Fortune, Science, The New Yorker, Consumer’s Report, InStyle, “W,” Foreign Affairs, Business Week, Fast Company, and Newsweek (a long-standing habit even though I think its in-depth content has been compromised). Gourmet will come forever because my husband took out a lifetime subscription when it debuted; he also receives SAIL, a couple of magazines about collector and racing cars, and continues to subscribe to several medical and surgical journals (even though he can access them online). The Princeton Alumni Weekly and the monthly magazine of Harvard Medical School are addressed to my spouse, but I look through them all the time. Several scholarly journals pertaining to the arts arrive monthly, and two newspapers come to the door.

I enjoy moments with In Style and for the sheer pleasure of trashing out, I subscribe to US Weekly (without requesting a plain paper wrapper).

Why are we not canceling our print subscriptions and receiving our information from their Websites, which increasingly offer up more material? To begin with, we don’t want to spend all that time in front of a computer screen, no matter how big or small it may be. When we are online, we both print out reams of material, both pertinent and trivial, so our house is increasingly becoming a fire hazard. The imperative and ability to print out is so easy that it results in huge stacks of papers that then need to be filed or stored systematically, which rarely happens. The bills for printer cartridges are high and escalating.

If a waiting room has a stack of magazines, I am much more tolerant of delays. Perhaps I’ll read one devoted to ice climbing. I am not a climber, let alone a trekkker, but it is sure to pique my curiosity, and when that happens, well you never know. Reading it just because it is at hand will probably provide something useful for another activity and introduce me to a mindset that can be productive on some other endeavor. An article in an interior design magazine provided useful information on paints and toxicity in the home. Although not blessed with either speed or agility, I have a competitive spirit, and that is reinforced by thumbing through a sports magazine from time to time.

My professional antennae is frequently raised by some obscure piece of information that I come across while browsing a subject that is not on my radar, and such may stick with me and contribute to the bedrock for new ventures.

At the same time, the enormous resources on the Web contribute to the advancement of knowledge that can result in new opportunities. I can no longer envision life without the Internet. In addition to my desktop computer, the latest in notebook computers and wireless devices have found their way into our home. The most up-to-date and powerful hardware and software is available. I have learned to use
French subscribed to every newspaper in the U.S. Their research has become even easier with the introduction of online databases, Web searching, and blogs. It is pretty hard to hide a public performance these days, so it is better to ask for permission than to be sued for copyright violation.

**How to Obtain a License for Public Performance**

Many libraries and bookstores are familiar with the Copyright Clearance Center (CCC) because of reserves and course packs. The CCC also deals with requests to include copyrighted material in other published works. However, the CCC does not deal with public performance rights. Their sole interest is the right of reproduction. If you are interested in public performance, however, you would need to contact one of the performance rights agencies that specialize in this area. Some of the major agencies include:

- **The American Society of Composers, Authors, and Publishers (ASCAP)** handles the rights to music from over 200,000 U.S. composers, songwriters, lyricists, and music publishers. In addition, ASCAP can help obtain the rights to music from other countries through agreements with other agencies.

Social Dancing in America: a History and Reference consists of 2 volumes. Volume 1 covers developments during the 17th, 18th, and the 19th Centuries while Volume 2 focused on the 20th century. The volumes are arranged in chapters following a chronological order. There is no alphabetical arrangement of articles so a solid general index is a necessity and fortunately both volumes have their own useful index. In fact, each volume is self contained and can stand by itself, however for reference purposes they work best as a set. Written in a straightforward and reader friendly style, Giordano’s work is nonetheless based on serious scholarship. His bibliographies are rich and varied including both primary and secondary sources, and as with the indexes, each volume has its own list of resources. Volume 1 also has a bibliography of dance instruction manuals available from the Library of Congress and Volume 2 has a select list of Hollywood movies by type of dance.

This work is one of those reference titles that will be at home on the circulation shelf, as well as in a reference collection. Some readers will want to check it out for extended use while other will want to cherry pick for helpful facts. Either way, both academic and public libraries will want to give it serious consideration for addition to their collections.

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**The Devil Is In The Details**

Technology well and depend on it. So when a Website comes down or there is any equipment malfunction, or weather-related or other crisis that interferes, I am not a happy camper.

Despite ergonomically sound equipment and furniture, I have some carpal tunnel problems and my eyes are strained after long times spent online. Isadore Rosenfeld, M.D., the renowned cardiologist, advised recently about the importance of getting up from one’s computer every half hour or so to stretch one’s legs and move about in order to prevent the formation of embolisms, which can be life threatening. When I sit before a computer screen, I may rarely move anything but my fingers for hours.

Print and online publications serve different purposes. One does not necessarily obfuscate the need for the other. The quest for knowledge will best be served by both print and online publications. To believe that one will replace the other is unwise as well as unrealistic.

Academic librarians have to think more about balance over bias, take a deep breath, and step away from the Online-Only bully pulpit. Take some time away from the computer and pick up a good magazine. Maybe we’ll see one another at a Borders Café.