If Rumors Were Horses

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Sometimes it feels as if the Google book digitizing project has been with us all of our professional lives, and the Google Book Settlement not much less than that. In fact, Google began its digitization program early in the decade; the Authors’ Guild lawsuit was launched in 2005, and the Settlement was proposed in late 2008. A great deal of the Settlement story remains to be written, to say nothing of its impact on many individuals, organizations, society, and the future of books. It seems that everyone connected to learning and knowledge production — not just attorneys and authors — has a view about Google’s activities, offerings, and strategies. The Google Settlement has even become a topic of conversation among strangers seated next to one another on long airplane flights.

Is the Google digitization program a boon for all, leveling the playing field for have-not users, fostering creation of new knowledge, accelerating the research process, saving libraries money, and much more? Is it a fiendishly crafty way for Google to make even more money than so far? Recently Michael Cairns, former president of R.R. Bowker and Managing Partner, Information Systems, has a view about Google’s activities, offerings, and strategies. The Google Settlement has even become a topic of conversation among strangers seated next to one another on long airplane flights.

Want to take a minute to tell you about the ATG Broadcast! This is the bam-zowie Leah Hinds’ creation! Leah is sending out the Broadcast as an email newsletter to ATG subscribers after the print edition of an issue has come out. The Broadcast will have some up-to-the-minute news that was not included in the latest issue as well as links to some of the articles from that issue that are available in full text online for subscribers only.

So much is going on it’s hard to know where to begin!

First up — We at the College of Charleston are advertising for the position of Assistant Dean of Technical Services and Library Systems. The incomparable Bob Neville who has been in that position for over 25 years is retiring June 30. No, I am not applying for the position (my plate is full up) but I am on the search committee and am currently the Interim Dean. So — if you (or someone you know) is/are interested, send us your application. Here is the link to the job description. http://www.against-the-grain.com/2010/05/employment-opportunity-assistant-dean-for-technical-services-and-library-systems/

We told you in the ATG Broadcast a few weeks ago but maybe you missed it, that the deserving and wonderful Adam Chesler has a new job! It’s official. He is the Director of Content Management at ASTD (American Society for Training and Development). Adam is on the Charleston Conference Planning Committee and he says he will continue to be involved with all of us.

Want to take a minute to tell you about the ATG Broadcast! This is the bam-zowie Leah Hinds’ creation! Leah is sending out the Broadcast as an email newsletter to ATG subscribers after the print edition of an issue has come out. The Broadcast will have some up-to-the-minute news that was not included in the latest issue as well as links to some of the articles from that issue that are available in full text online for subscribers only.

And speaking of the Charleston Conference, forgot to mention last time that the 2009 (29th) Charleston Conference (theme: Necessity is the Mother of Invention) got fabulous coverage in Information Today (v.27#1, January, 2010, pp. 25-26. The doesn’t-miss-
From Your (grandmotherly) Editor:

sort of know what it must be like to be a sales rep I have been doing so much travel lately! And my favorite trip was to Dallas where I met my new granddaughter (Georgia Helen, named for my mother) and was reunited with my son (Raymond who is a Major in the Army) and who was allowed to come home from Iraq for two weeks to meet his new daughter. What a joy! Stayed with the in-laws and saw a friendlier side of Dallas which up until now had just been a sometimes-frustrating airport-changing experience. Georgia Helen (pictured here with her father) is gorgeous and very active and gurgling up a storm. Son is happy and looks great. Lindsay, wife, is holding up well and brother, Trifon, is very attentive and gentle with his new sister. Can you believe that he is already two and a half years old?

Still, back at ATG headquarters, we were working away to get the June issue out for ALA Annual in Washington. What a great issue! Guest edited by the incomparable Ann Okerson, this issue is on the Continuing Saga of the Google Book Settlement. There are articles from many perspectives by Ivy Anderson, James O’Donnell, Jonathan Band and Tricia Donovan (actually a chart), Pamela Samuelson, Paul Whitney, and Stuart Hamilton. The Op Ed is by Fred Kameny and is about documenting sources in the electronic environment. We have three special reports this time and our interviews are with Rich Rosy, Michael Cairns, and Helmut Schwarzer. Biz of Acq is about Byte 181 (technology, of course). From the University Presses revisits Open Access, 590 Local Notes is about Sustainable Libraries. Plus there is much more! Well, gotta go! Seems that there is a big sale at the Citadel Bookstore and there are all sorts of knick-knacks that I can buy 75% off for the grandkids! Here I go! Happy spring and Happy ALA and see y’all next time! With much love, Yr. Ed.

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: Against the Grain, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the ATG Homepage at http://www.against-the-grain.com.

Dear Editor:

I have the Special ERM issue (ATG v.22/#2, April 2010) on my desk — it’s beautiful! However, I do have one question for you:

Elizabeth Lorbeer is not mentioned as the co-guest editor in the TOC on page 4. If you post any articles from the ERM section online, can you be sure to include her name as co-guest editor? I did mention her in the introduction to the issue article, as she did serve as the co-guest editor and library expert.

Thanks, Heather Klusendorf
(Media Relations Coordinator, EBSCO Corporate Communications) <hklusendorf@ebSCO.com>

Dear Heather. Our sincere apologies to you and Liz for this oversight. We did not purposely leave out Liz’s name. We have corrected the error in the online version of the TOC and are printing notice of our error here in this issue. Please forgive us! — Yr. Ed.

AGAINST THE GRAIN DEADLINES VOLUME 22 — 2010

2010 Events Issue Ad Reservation Camera-Ready
Reference Publishing September 2010 06/30/10 07/21/10
Charleston Conference November 2010 08/11/10 09/01/10
ALA Midwinter Dec. 2010/Jan. 2011 10/30/10 11/10/10

FOR MORE INFORMATION CONTACT
Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472.

Rumors from page 1

a-trick Don Hawkins, information technology and database consultant at Information Today and his lovely wife Pat attended the 2009 Conference. Check it out!

The OCLC Global Council elected a new member to the OCLC Board of Trustees and new leaders for next year during its first ever meeting April 19–22 in Dublin, Ohio. Delegates representing libraries from 17 countries heard presentations and participated in discussions about the focus and shared values of the OCLC cooperative. Global Council elected Brian E. C. Schottlaender, The Audrey Geisel University Librarian, University of California, San Diego Libraries, to the OCLC Board of Trustees. Mr. Schottlaender will be seated on the Board in November. He has been University Librarian at UC San Diego since September 1999. Prior to joining UCSD, his 20-plus year career in libraries has included positions at the California Digital Library; UCLA; the University of Arizona; Indiana University; and Firma Harrassowitz in Wiesbaden, Germany. And guess what? Brian is one of our keynote speakers at the 2010 Charleston Conference! www.oocl.org

More news about elections the OCLC Board of Trustees. James G. Neal, Vice President for Information Services and University Librarian at Columbia University, has been elected to the OCLC Board of Trustees. A librarian for more than 35 years, Mr. Neal served as the Dean of University Libraries at Indiana University and Johns Hopkins University, and held administrative positions in the libraries at Penn State, Notre Dame, and the City University of New York before his appointment at Columbia. Mr. Neal was elected to a four-year term by the OCLC Board of Trustees on April 19. The OCLC Board of Trustees is made up of 13 to 17 members elected by OCLC Global Council and by the Board itself. With the election of Mr. Neal, 10 of the 16 trustees currently serving on the Board are librarians. www.oocl.org

Don’t want to leave a key member of the OCLC Board of Trustees off here. The wonderfully awesome Tony Ferguson! As always, Tony has his Back Talk in this issue! It’s about the hot topic of cloud computing, p. 86.

Just learned that the awesome Alicia Wise, CEO of the Publishers Licensing Society which is co-owned by ALPSP and the Periodical Publishers Association will be leaving after five years. Her part-time secondment (that’s British for temporary transfer) to The Publishers Association as its Head of Digital Publishing will also come to an end at that time. Alicia is joining Elsevier in June to take the newly-created post of Director of Universal Access. Nick Fowler, Director of Strategy at Elsevier, noted: “Elsevier is committed to achieving the goal of sustainable universal access to published journal articles and to other content that is vital for our many stakeholders to achieve their desired outcomes. Given Alicia’s background, her enthusiasm continued on page 12

<http://www.against-the-grain.com>
**REVIEW WHILE WALL STREET BURNS**

by Bruce Strauch (The Citadel)


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**DYING LIKE BLOCKBUSTER**

by Bruce Strauch (The Citadel)

Estimates have eBooks rising to 20-25% of the market by 2010, and Barnes & Noble is taking the threat seriously. Already hammered by online booksellers’ price-cutting, the famous bricks-and-mortar bookstore then got a one-two punch from Amazon’s Kindle and Apple’s iPad.

Publishers are suddenly convinced eBooks are for real, and have established an agency model with them getting 70% and the eBook sellers as their agent 30%. Barnes & Noble’s revenue dropped 45% in 2009, and its stock value is half of what it was in 2004. eBooks are selling for less than half the price of a hardcover.

For those of us who still love to hold books, brother of B & N founder Steve Riggio promises they aren’t going away. But the superstores are now selling baby blankets, Art Deco flight clocks, stationery, and adult games like Risk and Stratego. And they’re going to experiment with consumer electronics.


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**STEVE JOBS’ MARKETING COUP**

by Bruce Strauch (The Citadel)

Apple’s iPads and iPhones will not carry pornography apps in the App Store. This has outraged at least one blogger who engaged in a testy exchange about his notions of freedom. Jobs replied he was doing it for parents of children. Not to mention all the corporations that will see this as a solution to a major problem. And perhaps even our dear federal government, where the employees seem to log so much time with Internet smut.


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**TO FORGE OR NOT TO FORGE**

by Bruce Strauch (The Citadel)

In 1795, the 19-year-old Henry Ireland worked as a drudge in a lawyer’s office in London. Longing for respect from his pompous, antiquity-obsessed father, he used old paper and seals from legal documents to forge first letters from Shakespeare, then fragments of plays, and finally an entire play Vortigern. James Boswell and other worthies were completely fooled.

Richard Brinsley Sheridan scented a forgery and thought the play pretty lousy. But he had big debts from expanding the Drury Lane Theater and knew a discovered Shakespeare would fill the house nightly. The play bombed, and Henry ‘fessed up. But his father refused to believe his dune of a son could have pulled such a hoax and went to his grave insisting it was all genuine.

Charles Dickens may have nailed it when he whimsically summed up all of the greatness and squalor of the 18th century as simply the best of times and the worst of times. For librarians wading into the early months of the new millennium’s second decade, Dickens’s words have a hauntingly prophetic ring. We live in what may well be the greatest time for the library profession and yet possibly its most dangerous. On the one hand, like Dickens’s 18th century, libraries ride on the crest of a wave of improvements. We have excellent facilities, vast print holdings, better trained librarians and an entire array of online sources and databases. On the other, librarians collectively face greater doubts about themselves and their library’s place in the academic enterprise than ever before. The extraordinary versatility of the Web and Google’s massive monographic digitization projects leave many of us wondering if there is any real future for traditional college and university libraries — at least as we have known them in the past.

Now, I have no pat answers or easy solutions to this growing angst among librarians. (Who knows? Perhaps these are the worst of times.) I do, however, have a recommendation — a plan of action, a way of coping with whatever frustrations or fears we may be facing. I suggest we return to our roots, to our core values, to the things that have characterized libraries from time out of mind. As a model for how we may engage in this restoration, I offer an unlikely source of inspiration for libraries: the sustainable agricultural movement. Whatever may be your particular take on the back-to-basics movement among local food producers and consumers, they have an approach worth imitating for us in the library world. If we are to mimic the chief characteristics of this alternative, we should be about creating libraries that are local, vibrant, and engaged.

What would this mean? I offer three possibilities. First of all, like the sustainable agricultural movement which fosters open-air farmers’ markets and innovative food coops, (techniques designed to build networks and a customer base), we should take seriously our core constituents, our base — the students, faculty, and community members who stand to benefit the most from our services. This first step is simple. Beef up your information literacy programs, energize your departmental liaison relations, and explore high-tech social networking or low-tech P.R. to get the word out about what the library has to offer. Of course, in a great many places, librarians and their staff are masters at these kinds of efforts, so it is less a matter of learning new techniques as it is a matter of keeping at what you have likely been doing all along.

Secondly, emphasize your local collections — the things that your library provides that your patrons can get their hands on: archives, monographic holdings, proprietary databases, and journals in whatever formats. Like the sustainable agricultural movement that values regional produce, locally grown and locally sold, we should champion the value of our own readily accessible materials. Of course, any given library’s collection of books likely mirrors another library’s holdings. What grows at one farm likely grows at another. But all of this (both in agriculture and information sources) reflects strengths and benefits rather than drawbacks or downsides. These sorts of duplications illustrate what Keith Engwall and others have called a built in “distributive redundancy.” In the case of libraries, these varied, local collections offset the drawbacks of a massive googlization of the world’s holdings and the dangers of those holdings being consolidated in only few hands. In the case of agriculture, local, small scale, organic producers counter the ill effects of the massive production of food by large agricultural corporations. For both libraries and agriculture, keeping things local means diversity, creativity, and greater sustainability over the long whole.

Thirdly, I believe we need to seek a balance, a sense of perspective. The futurists, for instance, who claim that print is dead or that the whole world is going digital, make the same mistake that the agricultural corporations make when they claim that massive, mechanized food production will always give us healthier and cheaper food. A more balanced perspective would mean that we value both the Web and traditional library collections, just as we cherish the quality of local produce and the convenience of the nearby supermarket.

Personally, I still frequent stores to buy grapes from Chile and bananas from Ecuador. It is usually the fastest and best way to get them. I also rely on the Web almost exclusively for a whole host of information needs. It is usually the quickest means for finding out what I need to know. Neither approach, however, causes me to give up supporting local organic farmers or forsaking the regional academic library. In either scenario, seemingly opposite options have their place. Both alternatives have their purpose. All of this is why for those of us who work in academic libraries, a return to basics, a re-visitation of core values, may be, in the final analysis, the surest anecdote to that nagging sense of angst that occasionally overtakes us. We should consider taking our cue from the sustainable agricultural movement. We should cherish our patrons, embrace the strengths of our collections, and maintain a sense of balance. Doing so would empower us to weather these best of times and worst of times. It would also enable us to create and maintain libraries that are local, sustainable, and vibrant.

Endnotes
2. The sustainable agricultural movement defies easy definition, but it generally involves some form of environmental stewardship, small-scale production, and local farming communities. Michael Pollan’s *best-selling Omnivore’s Dilemma provides a classic introduction to the movement.
3. A colleague of mine, Valrie Davis, Outreach Librarian for Agricultural Sciences at the University of Florida, points out that farmers’ markets have an additional educational role. Such venues enable farmers to connect with consumers by a one-on-one assistance with food at the point of interest. She notes that her cheese provider, for instance, talks about his goats in a way that is provocative and interesting — making her want to support his profession. Librarians, she contends, do much the same thing when they engage their users about information sources.
4. Keith Engwall, comments on the list-serv ColLib-l, Friday, April 23, 2010 2.07 PM.

Rumors from page 12

will also be coming to Charleston while she is on maternity leave. She says that will give her husband time alone with the new baby! And speaking more of babies, my husband and I visited our new granddaughter, Georgia Helen, in Dallas Texas last month. A good time was had by all! And, by the way, she continues to be a genius! (see ATG v.22/2, p. 85)

Heard that Steve McKinzie is a gramps many times over and is doing lots of driving to go see the new ones. From Pennsylvania, daughter-in-law, Bria, gave birth to a baby girl, Lillie Mae McKinzie, in Carlisle, PA on Easter, April 4th, at 10:40 PM (or there abouts). (6lbs. 15oz.) Not long afterwards, daughter, Jane, gave birth continued on page 16

14 Against the Grain / June 2010

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

BORN AND LIVED: Hallein, Austria; lived in US, Canada, and UK.

IN MY SPARE TIME I LIKE TO: Pursue, wherever I may be, the following: dark chocolate, cupcakes, French macaroons (I bought my first computer in the 80s to like create a database of chocolate shops).

FAVORITE BOOKS: For spare-time reading, I enjoy mysteries, particularly with an international setting. I could list many, but here are a few favorites: Colin Cotterill (Coroner Dr. Paiboun, Laos); James Church (Inspector O, North Korea); Henning Mankell (Sweden or Africa); Eliot Pattison (Inspector Shan, Tibet); Lisa See (China); Xiaolong Qiu (Inspector Chen, China). Well, let me stop here and hope at least one of these authors is new to you. And email me for more suggestions!

PET PEEVES: Drivers speaking on cell phones. Young people smoking. Don’t they know the statistics? People who need to speak on cell phones wherever they may be and don’t care who listens to whatever they’re saying (sometimes really private stuff).

MOST MEMORABLE CAREER ACHIEVEMENT: Starting NERL, the Northeast Research Libraries Consortium.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Less obsessive about working so much of the time? But, then, I do love it!!

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: For the librarians, I see enormous opportunities to deliver information to our readers in many new, different ways and to adopt a flexible, innovative mindset. Things we do will keep changing — no standstills. I think (hope) we will be visibly closer to solutions for reliable digital preservation, so that the shift to e-content needn’t be so worrisome for scholars and librarians. This will allow us to think about how best to manage and consolidate our physical collections. Many traditional physical library spaces will be repurposed or else shrink/go away. The library will be wherever readers are. We will be five years closer to the vision of a universal digital library, as each of our institutions continues to play its part in making that wonderful future happen.

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The Continuing Saga ... from page 1

• Will other businesses rush to do the same, following Google’s precedent, thus introducing useful competition into the digital marketplace?
• Will Google enhance the role of libraries as the new destination? Will libraries become passé?

Many have views about these matters, and Against the Grain thought to solicit and represent some of them for its readers. Here you will find Ivy Anderson’s opening piece, in which she offers some of the benefits of having millions of books available to readers and responds to several key librarians’ and scholars’ concerns (such as long-term preservation). Pamela Samuelson offers an author’s viewpoint, based in her legal expertise; as a classical scholar, James O’Donnell values Google, but he does not want to lose the added (and enormous) metadata value that librarians add. The international view is not often heard in the United States, so ATG invited Paul Whitney to write from the perspective of one of the U.S.’s major partners, Canada, our neighbor to the North. Stuart Hamilton provides a broad international view, grounded in his work as policy advisor for IFLA. Finally, Jonathan Band has given us permission to reproduce his “March Madness” flow chart, showing possible paths forward for the Settlement. Perhaps by the time this ATG issue is published, some of the paths forward will be clearer, but by no means will the Judge’s ruling be the end of the story. You will read more in these pages as time passes. And you will be better informed for your next plane trip!

Rumors from page 14

in Philadelphia to Meredith Jane Pettersons at 12:55 AM, April 5th. (8lbs. 15oz.) The births were only a few hours apart. Almost seems like they were coordinated to allow the grandparents time to be there! Whew! Everyone is healthy and doing well.

Steve was telling me that he was chatting with an old Dickinson colleague, Valrie (Val) Davis who is now at Florida University. And Valrie plans to attend the Charleston Conference this fall and has submitted a proposal for a paper. Hoo-ha! http://www.uflib.ufl.edu/msl/about/faculty/valdavis.html

This whole talk of pregnancy and travel and youth reminds me of how young and crazy my husband and I were once instead of the mature, intelligent human beings we are now. We traveled all over Greece when I was 5 ½ months pregnant with our daughter Ilena. We didn’t even have hotel rooms booked. I remember a nice older lady renting us her bedroom so we would have a place to sleep for the night, I think it was on the island of Skiathos. Youth! Isn’t it grand!

Have been traveling a lot this spring. Noticed in the Delta in-flight magazine, Sky, a big spread on Brussels, Belgium, where the 12th Fiesole Retreat was held (actually the Retreat was in Leuven, but nowhere is far in Belgium). Seems that Brussels is the birthplace of Hergé (the artist of Tintin) (real name Georges Rémi) and the inspiration for much of the artwork in the Tintin comics of which there are over 24 titles translated into over 50 languages. But why am I telling you all this? Apparently, Steven Spielberg’s The Adventures of Tintin: Secret of the Unicorn is due to hit movie screens next year. Reportedly Spielberg bought the rights in 1983 but was waiting for animation technology to become good enough to film the adventures. You heard it here!

And, the 13th Fiesole Retreat will take place in St. Petersburg, Russia, May 12-15, 2011. If you are interested in receiving an invitation contact me or Becky Lenzini <rlenzini@earthlink.net>, http://digital.casalini.it/retreat/retreat2010.html

Had a great visit from the handsome Courtney Little. Learned that Courtney and his lovely girlfriend who is completing her Residency in New York are planning to get married soon and they are also expecting. Courtney says they plan to live in the Big Apple.

Was talking to the she-who-seems-never-rest Gail Schlachter <GailSchlachter@rpfunding.com> the other day. She was telling me about Reference Services Press’ new book, How to Pay for Your Degree in Library and Information Studies 2010-2012. This is the first biennial edition and I know that Joey Van Arnhem <yanarnhem@cofc.edu>, one of our reviewers, is anxiously looking forward to reviewing the book. Joey is getting ready to go to library school in between all her other duties.
a Web citation into a print citation obviates citing the URL, and that a generic citation like one of the following will suffice:

- Website of the World Health Organization (visited 1 May 2007)
- Website of the World Health Organization (printouts on file with author)
- Website of the World Health Organization (visited 1 May 2007; printouts on file with author)

I even regard the access date as optional, because just as I am not really concerned whether the author has read The New York Times on paper or on the Web, I am not concerned whether the author has visited a given Website on 1 May or 10 May, especially if there is a hard-copy record of the site. Again, the counter-argument is that citing the URL and the access date is a matter of scholarly thoroughness; and again, my counter-counter-argument is that thoroughness always has its limits. When we cite a widely available printed book or journal, we do not cite the repository where we used it; neither do we indicate which printing of a book we have consulted, even though there can be important differences between printings. Similarly, when we cite a telephone interview, we give the name of the person interviewed and the date of the phone conversation; we do not give the telephone number at which the person was reached or the time of day when the call was made, nor do we specify whether the telephone was “corded,” cordless, or cellular (and yet, as with the contact lenses, that distinction could be relevant to how accurately the interview was transcribed).

Well, you might ask, what about Websites that are constantly changing? A colleague of mine mentioned the example of a newspaper’s Website on election night: the site changes every few minutes, whenever there is a significant number of returns from previously unreported precincts. In my view, examples like this only strengthen the case for print citations. They also demonstrate that once we start down the road of exhaustive electronic citation, we will never get to the end of it: if the newspaper’s Website changed thirty or forty times on election night, it does little good to tell the reader that you accessed the site on 5 November: you will also need to specify at what time you accessed the site — of course remembering to specify as well whether you mean Eastern or Central or Mountain or Pacific time, or something else.

One reason why I disapprove so strongly of hyper-correctness in electronic citation is that the standards for print citation (and other kinds of documentation) have been getting so lax. If a hardcover book was published in 1960, I know many scholars who will think nothing of citing the paperback edition published in 1962 without even mentioning the original hardcover, simply because the paperback edition is the one that they happen to have in their office — a bibliographic lapse that to me is completely unacceptable. And for some really questionable advice we need look no further than the Chicago Manual of Style: among the practices that it condones are quoting from foreign-language sources only in translation, as if Plato has written in English; omitting the initial article in names of works to “fit the surrounding syntax” (resulting in references to Joyce’s Dead, Faulkner’s Hamlet and other absurdities); and silently changing the capitalization of the initial letter of a quotation. I find it incomprehensible that authors and publishers are willing to countenance this sort of editorial high-handedness, while at the same time insisting that anyone who cites a Web source without including the URL is a bad scholar.

I have made these arguments before, and one answer I often get is that the problem I am battling will soon take care of itself, because digital object identifiers (DOIs) and Websites like tinyurl.com and Webcitation.org will make serpentine citations like the ones at the beginning of this piece a thing of the past. Websites will be archived, so that readers will no longer need to worry about dead links; and identifiers will become shorter and easier to use. That seems like a happy prospect. But if one believes as I do that it is a shoddy practice to cite Web editions of readily accessible print documents, and that Web sources in general are being cited too indiscriminately, having more usable Web citations might make our problems worse, not better. So I continue to advocate three basic principles: First, cite the source, not the medium through which access to the source was obtained. Second, if citing the medium is unavoidable, choose a stable medium rather than an unstable medium — it is perverse to do otherwise. Third, if the source exists only in an unstable medium, translate it into a stable medium and then cite it.

There may be an added benefit. Cut-and-paste citation has contributed to cut-and-paste scholarship of a broader sort. More and more I am seeing manuscripts that cite sources like Wikipedia — the scholar’s equivalent of the journalist’s “Some say…”  Perhaps being more rigorous in how we cite will make us more discerning in what we cite.

Some years ago Judge Frank Easterbrook of the U.S. Court of Appeals published an article called “Cyberspace and the Law of the Horse.” This was at a time when the Internet was in its infancy and technological utopianism was rampant. We were assured that the Internet was going to change everything. It may be recalled, for example, that the old ways of valuating businesses were said to be obsolete — this time things were different. Even our legal system, several centuries in the making, would need to be completely reconfigured. Judge Easterbrook’s article suggested that, at least in the legal realm, these speculations were nonsense. Legal rules would be applied to new sets of facts and circumstances, but the rules themselves would not change: just as there was no law of the horse, there was no law of the Internet. Eventually this prediction was borne out, as the legal system accommodated the technological advances of the late twentieth century without needing to be discarded wholesale. Yet academic writers and editors still seem to be in thrall to the dot.com propaganda of the 1990s: in this view we are on the frontier of changes so momentous, so unprecedented in scale, that all our assumptions and conventions will need to be overturned.

This way of thinking seems to me deeply misguided. As long as writers have been citing sources, the process has adhered to some fundamental precepts, all premised on the writer’s obligation of good faith toward the reader: the citation must be correct, unambiguous, informative, and concise, and the reader must be able to retrace the author’s steps, or at least be able to understand why doing so is impossible. Nothing about the digital world alters these simple truths. To believe otherwise is to lose sight of some of the basic principles of scholarship.
ing for “comprehensive model of information seeking” directs the reader to “uncertainty management theories.”

Perhaps to reduce costs, these two volumes do not include photos or other illustrations. Readers will need to seek out other resources for illustrations of models or theoretical concepts introduced in this set.

In summary, Sage Publications has provided an important resource that primarily is designed for communication students and scholars. Any academic library at a university with a communication or journalism program should add this set to their buy list, as the Encyclopedia of Communication Theory will quickly become a leading resource for students in communication courses, along with students enrolled in other courses in the humanities and social sciences that have a communication component. The editors and publisher should be commended for providing a new resource that complements already existing efforts without duplicating them.

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fax machine for a wedding or was it a graduation present! A fax machine! Isn’t Gail a trip?! http://slisweb.sjsu.edu/people/happenings/2010/happenings2010april28.htm

Speaking of daughters — didn’t tell y’all that when daughter Ileana and I were visiting my favorite person in the world Becky Lenzini in Taos where she has a beautiful new place, we went to Sabroso for a drink and appetizers. We knew that this was Mike Melling’s restaurant. Remember Mike!? He used to be the owner of Data Research Associates which was acquired by SIRSI in May 2001. Anyway, Mike and his wife Polly have retired to Taos and opened this cool and very tasty restaurant there. Mike has lost a lot of weight and looks great. He is still flying his airplane everywhere. We took pictures and are planning to put them up on the ATG NewsChannel shortly.

Recently got a proposal for the 2010 Charleston Conference from Michael J. Foley of Oxford University Press. The proposal was about an initiative called ORCID, the Open Researcher and Contributor ID. As librarians (especially catalogers) already know, name ambiguity and attribution are persistent, critical problems imbedded in the scholarly research ecosystem. The ORCID Initiative represents a community effort to establish an open, independent central registry that is adopted and embraced as the industry’s de facto standard. The goal is to resolve the systemic name ambiguity, by means of assigning unique identifiers linkable to an individual’s research output, to enhance the scientific discovery process and improve the efficiency of funding and collaboration. We are looking forward to the ORCID presentation during a concurrent session at the 2010 Charleston Conference! www.orcid.org/

Speaking of the Charleston Conference, it’s sad to realize that Jerry Cowlig won’t be here this year because, after 15 years, he is retiring from IOP Publishing. However, we are happy to see that Steven Hall is the company’s new Managing Director. Steven has worked at Macmillan Press, Chadwyck-Healey, ProQuest, Blackwell Publishing and Wiley-Blackwell. Steven will become managing director on July 5th. Dr. Robert Kirby-Harris is Chief Executive of the Institute of Physics. http://www.iopblog.org/managing-director-iop-publishing/

Talked recently to Corrie Marsh. It’s hard to keep up with this fast-moving power woman! Corrie returned from Hong Kong last fall and is working on a project at University of Texas-PanAm to establish a campus-wide copyright educational services center. She is working with faculty this summer to set up their new institutional repository and faculty publishing licensing strategies. Meantime she is also working closely with digital media course content. Corrie is disappointed travel to Mexico has been warned against but the hot climate is ideal for year-round gardening. (oh and she continued on page 66)

Visit us at Booth #528 at the SLA Conference June 13–16; New Orleans, LA

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and visualized volumes of history and other information for you. I have always thought that to be fascinating, but it could just as easily be memories created by odors from sticks or vials. We might even develop our minds to communicate for us without speech, like some Star Trek episodes I’ve seen. Will we be ready to accept those changes? How will the people staffing the library change to command those new devices or techniques? Is it the human being in the equation that continues the knowledge of information and how to find it? I still believe the human “x” factor is the study habit to our definition of library and, no matter how virtual we get, we will always need someone to explain things to us. Our 24/7 reference service for distance education works a lot like that. The interviews and help come over the electronic email to the inquirer, and information leaps time and space to get there. The transference of information to another person not even in our contiguous space is amazing. The librarian must still be alert to the kinds of information transmitted and the needs from the different cultural backdrops and places of study. It is a challenge every day to keep up with those needs, and the various barricades we raise in the communication process require human beings to be the bearers of the information and explain the innuendos. It is a different, more diverse world these days and a challenge to keep “library” as the purist’s image of knowledge. I find myself grieving the loss of our ivy-covered, leather-filled, quiet study hall in the Halls of Information. It is indeed past midnight, and the glass slipper has been lost. Perhaps we will need to think about our new and varied roles and how our definitions have changed to meet the world’s challenges for us. What do you think? Virtual? Real? Both? 😊

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**Rumors**

from page 49

finally fulfilled her secret dream and is now the proud owner of a cute havanese puppy named Moondance.) And, in case you missed it, Corrie guest edited the highly cited Serials Review v. 35 #3 on IRs.

Talk about fast-moving! Dan Tonkery has left EBSCO and is working with Content Strategies which “is experienced in buying and selling content at the company, database, or product level. We are uniquely qualified to help identify targets for acquisitions, partake in the due diligence process, or help you create successful long-term strategies for a changing market.” And I recently got around to reading the Dan Tonkery Profile in Serials (March 2010, v.23#1). A fascinating piece of history complete with a picture of Dan with his granddaughter Hailey.  

http://www.e-contentstrategies.com/ continued on page 75

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**Library Perspective, Vendor Response**

Column Editors: Robin Champieux (Vice President, Business Development, Ebook Library) <Robin.Champieux@eblib.com.com>

and Steven Carrico (Acquisitions Librarian, University of Florida Smathers Libraries, Box 117007, Gainesville, FL 32617-7007) <stecarr@uflib.ufl.edu>

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**Column Editors’ Note:** This column for Against the Grain is devoted to discussing issues affecting library acquisitions, library vendors, and the services and products they supply to academic libraries and the publishing marketplace as a whole. It is an ongoing conversation between a book vendor representative, Robin Champieux and an academic librarian, Steven Carrico. — RC and SC

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**Steve:** Lessons from library school again! Maybe you should teach library classes... anyway it seems that once again it’s a profit incentive pushing the envelope. For libraries, a not-for-profit institution if there ever was one, this reluctance to embrace change so often permeates the organization itself. For an example that’s near and dear, the Acquisitions Department at UF: as with many acquisitions departments in academic libraries, we are still a part of technical services but really belong in the same division that is home to collection building. Until recently acquisitions probably did belong in tech services, when acquiring print serials demanded a continuous collaboration between serials cataloging and other tech service areas, such as preservation, that handled the binding of the issues. Print monographs were purchased in large quantities and demanded hands-on cataloging and processing, so workflow necessitated close proximity and constant communication. But print serials are an endangered species and UF’s print monograph budget is half what it was, while a large percentage of the books we receive come in shelf-ready and circumnavigating the Cataloging Department altogether. Acquisitions nowadays has more daily contact with collection managers than other staff in tech services. In fact, with so much of the budget wrapped up in consor-tially purchased, bundled journal packages requiring little if any selector input, one could argue that acquisitions is every bit as important to collection management as the subject specialists in our library.

Robin: Just to be clear, I’m not implying that a profit motive is the best way to lead change! But I definitely see what you describe at UF reflected in my everyday work. At one institution I will be working primarily with Collections, at another Technical Services, and yet another Acquisitions. The work of acquisitions, technical services, and collection development is changing dramatically and rapidly. And, what this work will evolve into is still being negotiated. I believe that many models will emerge. Were you at or have you read Susan Fenner’s working paper “Time Horizon 2020: Library Renaissance” presented at the ALCTS Symposium at ALA Midwinter? It is wonderful and offers a very persuasive articulation of the emerging landscape — both technologies and services
for its premium online content. Meanwhile all other newspapers have reduced pages, staffs, the size of their pages, and the length of their stories. If newspapers are not dead yet, they are doing a very good impression of it. Magazine publishers are also either cutting back or falling by the wayside. The University of Michigan, a widely respected academic publisher, announced not long ago that they would print no more. Once more, neither libraries nor librarians are central for information access.

Patron Perceptions. Patron perceptions, too, are now running against us. More and more of the people we serve are finding other means for locating their information. Google searches often bomb, and no one knows this better than librarians who help the frantic who have spent half-an-hour or more trying to find useful information. But the trouble is, those for whom it bombs are fewer and fewer. And for all the bad that online activity fosters — and I have written a great deal about it — it matters less and less. The very people we serve are looking elsewhere and finding, more or less, not necessarily what they want, but what they are willing to accept. Meanwhile, libraries are closing, librarians are being laid off, publishers are disappearing, and books are disappearing, too. The generation that built our great libraries has left them to generations that do everything over a phone. That generation neither understands the value of libraries nor wants to pay for them. Once more, neither libraries nor librarians are central for information access.

Is this enough to make you nervous about our future? Granted, there are extenuating circumstances. The Ithaka Report consists of a small number of responses. We’ve heard over and over again that print is dead, but never before have we seen this many bodies. Google still has many copyright hurdles to clear, and the arguments against the brain drain fostered by online activities are indeed very, very real. Besides, libraries have always weathered various storms. My fear is that this happens to be the proverbial perfect one. I fear there is a very important debate going on about libraries, and librarians aren’t in on it. More importantly, are we even aware it’s taking place?

So why not a nationwide conversation about our future? Let’s talk about the future of libraries and librarians, and let’s fashion the argument for them in a manner that anyone can understand and support. I have ideas about how we reestablish our centrality in the information calculus but I bet you do, too. Moreover, I bet yours are better than my own. If you’re interested in talking about — even and especially if you disagree with any or all of these presuppositions — email me at <aawood30@yahoo.com>.

If enough of you want to discuss it, we’ll take our conversation online.

Of course. Where else would we do it?
A few days ago he circulated an iconic photograph he took of his **iPad** while waiting for a bus. The picture shows him, taking the picture of the **iPad** with his **iPhone**, perfectly reflected on the mirror-like screen of the **iPad** that he’s holding. You can also juuust make out, amidst the glare, in the background of the screen, some washed-out textual content, completely blown away by the sleekness of the screen’s surface. One wag who saw the photo commented to the effect of, “Wow! You even get a free giant **iPod Touch** with your six hundred dollar mirror!”

Truthfully, one thing the **iPad** simply is not designed to do is to disappear in your hands the way a good book, or for that matter, a good **eBook** reader, so beautifully does. The designers don’t want to let you forget that you’re using it — indeed, they want to remind you at every possible juncture. They probably thought users would get a kick out of seeing themselves reflected in the **iPad** screen using the **iPad**.

But back to the marketing commentary: I don’t expect that there will be a version of the Adobe Digital Library software or the **iPad** anytime soon, given the depth and sheer bit-terness of the bile that has emerged between Apple and Adobe over the virtues of each other’s banner products. Similarly, unless Amazon is getting ready to admit that there’s a world beyond **Whispernet**, don’t expect to see the **Kindle** play ball in this arena, either. If either come to the table, you’ll have to be prepared to play on their terms or be left out of the game.

So here’s the question of the month: why would anybody with a brain do anything except buy either a **Kindle** or an **iPad** — or both? What in the world can possibly go up against the world’s biggest online book retailer or the manufacturer of the world’s shiniest lifestyle product line?

The answer is hidden behind the words, “or both.” Y’see, what Amazon and Apple are both trying to do is to lock you, and as much of the private parts of your information as you’ll permit them, into their own voracious, all-consuming, all-gratifying content streams. Given the fact that information about use patterns is, by far, the most valuable commodity transacted on the Internet, my question is this: why are these guys charging us for the privilege of giving them the right to collect hyper-detailed information about our browsing, reading, listening, viewing, shopping, and purchasing behaviors?

Forgive me, but I disagree with the widely held idea that privacy is dead. If privacy were dead, we wouldn’t have to click through ginormous screens of tortuous licensing language so we could start using all this great stuff. All that legal gobbledegook is there precisely because we have to give these guys explicit permission to follow whatever it is they want to follow about our behavior patterns — they just want to make it as painful as possible actually to read the license and as painless as possible to click through it and say, “Whatever. Just let me join the club!”

So even though I know that the Sony folks and the Adobe folks are probably just as voracious as the good folks at Amazon and at Apple, I’m kind of glad that for the time being I can “borrow” bestselling authors through my Local Public Library, download them to my computer, and enjoy them on my current **eBook** reader of choice — currently the most prosaic of them all: the humble **Sony Reader**.

Imagine. Sony and Adobe will gladly let me buy or borrow licensed content under their auspices — but, tethered to my computer, the non-wireless **eBook** readers of the world — and there are many — will let me combine purchased and borrowed content seamlessly with open digital content I’ve collated and transformed using well-supported open-source tools.

Some of these digital objects have been in my possession for many years now. My Project Gutenberg edition of Moby Dick is as well-worn, familiar, and comfortable as my Penguin Classics edition. If Father Mapple doesn’t shiver your timbers as he takes you through Jonah, you’re not paying attention — and forgive me, Dr. McLuhan, but the medium here is not the message.

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**Rumors**

From page 75

**Charleston Conference** supporter! As we know, she comes to ECU from Valdosta State University, where she was Professor in the Master of Library and Information Science Program. Elaine holds a PhD in College Teaching from the University of Florida, an ALA-accredited Masters degree from Florida State University, and an MFA in Music History, Literature, and Criticism from the University of Florida.

Speaking of changing jobs, Jack Fisher resigned from Valdosta State as of March 31. His email still works, though, because he will be teaching a class for the library school program in the summer term. Jack says that he and Elaine are both hoping to continue their work with the Charleston Conference! Whew!

Talking of Library School bam-zowie types, Heidi Hoerman has left the classroom to form Heidi Hoerman LLC Information Services (www.heidihoerman.com), providing contract book indexing, grant writing, cookbook and recipe editing, and the like. Heidi has taught indexing and overseen student index projects for the last fifteen years and she says she is looking forward to putting her indexing skills to work! Referrals are welcome! www.heidihoerman.com

And the wonderful Leonard DiSanto has moved from Atlanta to Anderson, SC. He says that he loves the SC upstate. But it’s definitely different from Atlanta! And Leah Hinds, my right-hand woman for the Charleston Conference and ATG is in Anderson too! Great minds!

Did you know that Ginny Gilbert has retired from Duke? But not to worry, Ginny is going to be a 2010 Charleston Conference Mentor! Thank you, Ginny!

Was talking to I-wish-I-had-her-energy Julie Arnhem recently. Instead of the Charleston Conference last year, she went to a Scopus advisory board meeting in Cape Town (what a gorgeous place; can’t blame her for that!). Then son, Richard, joined Julie for a Botswana safari for six days (sounds better and better!). Robert has graduated from the College of Charleston (math) and has moved to Indianapolis. Daughter continued on page 83.
Amazon, Barnes and Noble, The New York Times, and other vendors of e-content are utilizing huge computer servers that draw a significant amount of power: approximately 1.5% of the entire electricity usage for all of the United States goes to power data servers. About half of this energy is coming from coal fired energy plants which is very dirty and is responsible for huge amounts of greenhouse gas emissions. What is often forgotten in the debates over the effects of coal fired power plants is the coal mining process itself. Much of the coal that we are burning today, especially in the southeast part of the country, comes from a mining process called mountain top removal where coal companies literally explode entire mountains to expose coal seams. This process is utterly devastating to the local environment and, because it requires so few people, is equally devastating to the local economy.

The bottom line for those truly concerned about the environmental impact of books, magazines, and newspapers there is little solace. Until our energy, paper, and e-readers come from clean, renewable sources, publishing will have a negative effect on the environment. For those who want to minimize the impact today, consider walking or riding your bike to your local lending library.

Endnotes

6. Ibid.
(Controlled Lots of Copies Keeps Stuff Safe) we work with libraries and publishers in an Open Access environment to keep multiple copies of e-journals and other forms of electronic content on “dark” servers, which can only be accessed when a journal stops being published. I spoke about this sort of library Cloud Computing at our Leadership Institute in Beijing. HKU’s Library is one of 11 libraries worldwide to have a CLOCKSS box in which the content is stored.

So, in the future when speaking of clouds, be gentle — most of the intellectual output of everyone in our university is now or will be in the cloud.

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Rumors from page 83

one of our upcoming issues. http://www.timberlinelodge.com/

Oh! Y’all be sure and read the great Forum on this issue, p.8 & 10! It’s about what five prominent librarians (Rick Anderson, Kim Armstrong, Steve Carrico, Tony Horava, and Tony Ferguson) have to say about what they expect from their bookseller! We are interested in doing more Forums on important topics so — let us know if you have a topic to suggest! <kstrauch@comcast.net>

There is so much more to tell you but I am out of space! I am going to put the leftovers on the ATG NewsChannel under Rumors. BTW, have you been to the NewsChannel lately? There has been an interesting exchange there about advertisements on Facebook. www.against-the-grain.com/
normally when we speak of “clouds,” the meaning ends up being negative. Sunlight grows things; sunlight is associated with bright and cheery things. Clouds, on the other hand, cloud or block out the sunlight. Cloudy days often mean rain, or in Hong Kong’s case, the air-born mega city muck that we too often have to breathe and that we blame on factories in Guangzhou, sandstorms from the Gobi, the container ships coming to our port, or the idling air-conditioned cars, buses, and taxis that enable us to think we are living in Finland instead of south China. Then there are the phrases uttered by fathers the world over: “get your head out of the clouds” — which cross their lips when their child wants to study drama instead of business, or they want to take a summer job on a cruise ship instead of doing something useful like spending June to August with Goldman Sachs learning useful life skills.

Of course then there are phrases like “every cloud has a silver lining.” One of my favorites is a quote by someone named Jason Hutchison: “Eagles may soar in the clouds, but weasels is a quote by someone named life skills.

August with drama instead of business, or they want to “get your head out of the clouds” — which cross their lips when their child wants to study drama instead of business, or they want to take a summer job on a cruise ship instead of doing something useful like spending June to August with Goldman Sachs learning useful life skills.

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Actually Cloud Computing isn’t new, but calling it “Cloud Computing” has given it new meaning and a way of talking about it. This topic came up at HKU Libraries’ just completed 8th Annual Library Leadership Institute in Beijing. This year it was organized in conjunction with the National Science Library of the China Academy of Sciences. See http://lib.hku.hk/leadership/2010.html for information about the Institute, speaker Powerpoints, and pictures of all the fun we had. But back to Cloud Computing; one of our speakers, Ms Nieh Hua, the Deputy Director of the Peking University Library, provided a useful primer on this topic. She noted that basically it refers to moving all sorts of services and content up into the cloud/the Internet and away from your desktop computer or the computer system of your organization. When you come to realize that is what is meant by Cloud Computing, you are tempted to say, “Oh, you mean relying upon the Internet for services and information, or what most of us do most of the time — e.g., I just went on the Web to find a florist in my mother’s home town in Massachusetts and ordered some Mother’s Day flowers; OR I just uploaded pictures of my vacation to picasaweb.google.com so that all my friends could see them; OR I just bought an iPhone by going to the Apple Website; OR my library decided to no longer host its own servers to store data but instead use something like www.rackspace.com to arrange with them to keep my data “up there” in the cloud. Whether we call it Cloud Computing or doing business on the Web, it is pervasive in all aspects of our lives. Another of our Institute speakers, Andrew Wong from OCLC, spoke about OCLC’s new WorldCat Local, another example of cloud computing in which common integrated library services are provided from the cloud, but mixed in with access to the information from online full-text and bibliographic content repositories.

For libraries, we rely upon the cloud for almost all of the electronic content we provide to our readers. For example, while we do maintain a few servers to store a half-million or so Chinese eBooks and another half-million Chinese e-journals, we recently paid to access a collection of 800,000 SuperStar eBooks located on a server in Beijing — up in the clouds (For more details, see http://www.aardvarknet.info/access/number32/monthnews.cfm?monthnews=02). Another example, when you go to our Dragon online catalogue in search of the journal “Accounting Forum” and then click on it to find an article, you are linked to a server somewhere else in the world — up in the cloud — to find what you want.

Of course paying for and relying upon content “up in the cloud” requires a whole new mindset about topics like the preservation of information. In the old days, 30 years ago, we paid for printed journal subscriptions, we got them in the mail, and we bound them in nice red or green bindings with gold lettering and put them on the shelf. When the auditor asked us to prove that we had what we paid for (for most libraries in those days we spent more than half of our budget on journals), we could point to the shelf. When the publisher decided to stop publishing the journal, we still had what we paid for on the shelf.

What happens when the journal content is up in the cloud? Like most other librarians I have tried to make it clear to faculty members, who trust what is on our shelves and not even what is on other libraries’ shelves, that we just need to rely upon the publisher to store and provide access to the content. Another common alibi is to point to shared printed repositories. Like other librarians worldwide, we here in Hong Kong are also working together to store at least one bound copy of all of all our journals in the Joint University Research Archive (JURA), a 7.4 million-volume automated storage and retrieval warehouse which we hope to break ground on next fall. This cooperative activity is a global phenomenon. And, of course, since we librarians seem to have cooperative genes, we are busy cooperating on our cooperation. Recently, CRL has been bringing like minded librarians together to create a CRL Print Archives Network http://www.crl.edu/news/6646 so that all of these archives are aware of each other.

In addition, however, we have a digital alternative to shared print archives up in the cloud: one in which HKU’s library participates is CLOCKSS http://www.clockss.org/clockss/Home. Another is Portico http://www.portico.org/digital-preservation/. In CLOCKSS continued on page 85
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Preface
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Midwest Library Service has been providing continuation and standing order programs to libraries for over three decades with the same commitment to high quality as our firm order service: prompt delivery, accurate invoicing, immediate reporting, convenient communications, and personal Library Service Representatives. Our reputation for excellence is well established and we invite you to place your continuations list with us.

Scope
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Procedure
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1. Because of our method of ordering specific volumes, we are in regular communication with the publishers.
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4. We do not drop ship.

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