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## news

War jitters combined with a subpar economy: What more can anyone ask for to show what they are made of? Here is what we accomplished:

- \* Started discussions with BookSurge, a new Print-on-Demand production company and Bowker's partner, to print, market, and distribute our authors' works in and outside of the USA.
- \* Built a relationship with Blackwell's Book Services, one of the largest distributors to academic, research, and leading public libraries throughout the world.

## from our authors and editors

Our editors certainly had an attitude this winter - and it is best summed up by one of Winston Churchill's many famous sayings: "If you are going through hell, keep going."

Our authors also seemed to be in a hibernation mode of sorts. Work was progressing, we were told time and time again, but deliveries somehow did not materialize.

In this creative vacuum, the best line came from a previous intern, looking for employment with us. She said, "I never let the shortage of jobs affect my lifestyle. I have none now."

## editorial flash

For thousands of years, the term "publish" has meant "to make known". Throughout its history, the term has described the professional efforts required to provide the human community with content and context.

Transcending all media, the earliest publishers served their communities by drawing on cave walls, to communicate critical instructions for hunting and survival. In the mid 1400s, an invention by Gutenberg made publishing synonymous with printing for the next 500 years. In the 1980's personal computers spawned a move toward desktop publishing, which created another revolution: Web publishing, based on Internet communication.

What else has this latest revolution wrought? Interestingly enough, more confusion due to information overload. In spite of the opinions of some that technology is rendering ours a self-service world, or that knowledge is attainable via bits and bytes of data, just the opposite is true when it comes to organizing, accessing, and distributing quality content. Clearly, as ways to access our output multiply, we must provide more than content and context: We must design them to be a guide to our reader, viewer, or listener as well.

*Steven Kingsley, your editor*

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