

sis entirely. Unions barely get a half-page. Computerization gets short shrift, though it is acknowledged that it does have a significant role to play in work analysis and the work activity in a library.

An admirable feature throughout the book is the nonsexist terminology which the author has obviously been careful to use, with rare lapses to "he" or "his."

A constant underlying message is that successful administrators come in many styles, and there are no hard and fast rules. Why then do we need a textbook? Only because it is obligatory to have an educational background in administrative concepts and techniques (or, administrative myths and proverbs), if only to discard them as experience and personal judgment dictate.—A. A. Mitchell, *Associate Librarian, State University of New York, College at Plattsburgh*.

**The Business of Publishing: A PW Anthology.** With an Introduction by Arnold W. Ehrlich. New York: Bowker, 1976. 303p. \$11.95. LC 76-42195. ISBN 0-8352-0893-1.

Few trade journals can match *Publishers Weekly's* history of dedicated service to the book industry. Since 1871 its editorial pages have exerted a very positive influence on the conduct of book publishing and bookselling. The contributions to American culture of *PW's* past editors Leypoldt, Bowker, and Frederic Melcher are comparable to those made by the industry's most distinguished publishing houses.

Reviewing the past five years of publication, Arnold W. Ehrlich, *PW's* present editor-in-chief, has selected forty-five articles which emphasize, as one might gather from the title, the business side of publishing. The primary audience for this book is likely to be people who have recently entered the book trade. As a book of readings, the anthology complements some recent analyses of book publishing economics: John P. Dessauer's *Book Publishing, What It Is, What It Does* (Bowker, 1974); Clive Bingley's *The Business of Book Publishing* (Pergamon, 1972); and Dinoo J. Vanier's *Market Structure and the Business of Book Publishing* (Pitman, 1973).

While not as comprehensive as Grannis'

standard survey, *What Happens in Book Publishing* (Columbia, 2d ed., 1967), the major functions—editorial, production, and distribution—and many of the major categories of book publishing are represented. While all the contributions reveal the operational side of the publishing business, most are quite readable; some are entertaining. And some manage to reveal the idealism and commitment which annually encourage thousands of freshly-washed faces to seek employment in the industry. Outstanding among the regular contributions to *PW* have been John Dessauer's and Paul Doebler's thoughtful and provocative essays. Ehrlich has chosen their best pieces for inclusion. The Benjamin, Brockway, and Prescott rebuttals to Dessauer's "Too Many Books?" argument are also represented. Thomas Weyr's comprehensive series on book clubs is here, as well as three articles from Roger H. Smith's 1975 series on mass market paperback distribution. (Smith later expanded this series into *Paperback Parnassus* [Westview Press, 1976].)

Because this is a collection of reprints rather than a commissioned anthology, some important areas of the book industry receive only slight reference, if any at all: regional and foreign publishing, trade paperbacks, book wholesalers and retailers, and new integrated book manufacturing systems.

Much less excusable is the collection's page design and typography. A cut-and-paste collection, the articles have merely been photocopied and printed from their original journal pages. This results in differing type styles and page formats as well as uncorrected typos. As with most anthologies of this sort, the index is also skimpy.

Despite these shortcomings, plus a questionable price tag for a collection of previously published pieces, the anthology belongs in any library attempting to stay abreast of contemporary American book publishing methods. College libraries will also want to include it among their "career" book selections.—Thomas L. Bonn, *Associate Librarian, Memorial Library, State University of New York, College at Cortland*.

**Pages: The World of Books, Writers, and Writing.** 1— Matthew J. Bruccoli, Editorial Director. C. E. Frazer Clark,

Jr., Managing Editor. Detroit: Gale, 1976-. \$24.00 per vol. LC 76-20369. ISBN 0-8103-0925-4.

Librarians, as Richard De Gennaro recently observed in an *American Libraries* article, have a hard time saying "no" to a publication with a number on it. In presenting the library market with the first issue of its annual *Pages*, Gale Research is very likely, and very reasonably, expecting few of us to say "no." "*Pages*," we are told, "is concerned with literary history—construing that term to encompass publishing, librarianship, bibliography, the book trade, book-collecting, as well as the non-printed media which generate writing." How does one say "no" to that?

How, indeed, with this first handsomely bound volume offering us in its 304 pages some thirty-three widely ranging articles and picture features, including a description by James Dickey of work in progress, a previously unpublished Big Apple version of the *Carmen* libretto by Ring Lardner, a report on the Southern Illinois University Press by novelist John Gardner, and a brief but fine essay by bibliographer Fredson T. Bowers on "Recovering the Author's Intentions"?

Quite clearly, one does not. Libraries will subscribe. They really have no choice. But some may wish they did. It is only a minor irritation that a few articles are a little too perfunctory, a little too clearly just occasional pieces: a rather tedious recounting by Ray Bradbury of his income over the years, for example, and an article on how to write for television titled "If You Want to Write for TV . . . Don't." A more serious and more pervasive shortcoming of *Pages* is its lack of depth.

A sale at Sotheby's, Joseph Heller's writing habits, Scott Fitzgerald's library, designing dust jackets, the marketing of *Jericho*—these and most of the topics treated in this first number are of interest and some value. So much so that one must wish Gale Research had elected to deal with fewer of them, but deal more fully. As it is, libraries are being offered a generously illustrated, imaginatively laid-out, very readable annual that is more, certainly, than a literary Sunday supplement but still rather less than what many academic li-

braries would find most useful.—*Charles Helzer, University of Chicago Library.*

***The Use of Gaming in Education for Library Management: Final Report on a Research Project.*** By Jeannette Daly and others. University of Lancaster Library Occasional Papers, no. 8. Lancaster: University of Lancaster Library, 1976. 84p. £ 2.00. ISBN 0-901699-38-1. ISSN 0075-7810.

This report is the final one growing out of a series of operational and educational research studies: it is, however, much more than the expected summary of the stages and conclusions of more than five years of research. Additionally, it is a review of recent literature on educational simulation (78 references), a cogent argument for including techniques of planning in library school curricula, the explication of a methodology for costing the operation of a prototype educational game (Appendix D), and a design for the evaluation and testing of a library management game.

The main body of the report is devoted to the development of three games and their description: (1) loan and duplication policies game; (2) book processing game (both computerized and manual versions); and (3) interlibrary loan game. The statement of the development of the games includes the formative testing of the games during which the library education community in Great Britain was introduced to their use. The evaluation described is primarily from this formative testing period; summative testing is not emphasized. The general comments on the evaluation of experiential teaching materials are excellent (as is the literature review), and the careful display of costing procedures of these games—a first in library literature—is extremely useful to other game developers.

The report should be included in collections serving library educators, both those in degree education and those in continuing and in-service education. The concern of the researchers for basing their models on research, for formative testing, and for costing are especially noteworthy for game developers among library educators.—*Martha Jane K. Zachert, Florida State University, Tallahassee.*