

and those in philosophy being much more inclined to find needed material at their home university or in their own private collections.

This study tends to confirm the hypothesis that information in the humanities does not readily go out of date. There is, however, considerable variation within the five humanities areas studied as to extent of library use, and types of materials used by researchers in these areas.

Composed of some sixty pages of text and seventy-four pages of tables, plus appendices that include the two sets of cover letters and questionnaires, this study reflects thoughtful and meticulous scholarship. Many of the findings are of the "impressions confirmed" nature, and the confirmation is itself of obvious value.

The step-by-step discussion of the preparation, method, procedures, and findings is readable and enlightening. The survey has clear implications and usefulness for similar investigations in the U.S. and could serve as a model for future researchers in this (and related) areas.—Charles E. Perry, North Texas State University, Denton.

Compaine, Benjamin M. *The Book Industry in Transition: An Economic Study of Book Distribution and Marketing*. White Plains, New York: Knowledge Industry Publications, Inc., 1978. 235p. \$24.95. LC 78-7527. ISBN 0-914236-16-4.

Ben Compaine begins *The Book Industry in Transition* by saying, "This report was written 47 years ago under a different name." So he compares the work with Cheney's *Economic Survey of the Book Industry 1930-1931* (New York: National Association of Book Publishers, 1931). And in fact Cheney's work has been the primary reference on the book industry for almost half a century. The present work is a direct result of market research activities conducted by Knowledge Industry Publications (KIP) on behalf of book industry clients. Compaine, a KIP officer, has a background in marketing and communications, and this background is evident throughout the report.

It should be pointed out that this book was previously issued as *Book Distribution and Marketing, 1976-1980*, in 1976. At that

time the price was \$450, or \$395 to subscribers to KIP publications. Compaine describes the differences between the 1976 report and this 1978 publication as being a matter of price and minor updating of statistics. The high price of the original report, while perhaps appropriate for KIP's book industry clients, was evidently unacceptable to most libraries. The OCLC data base indicates only a handful of holding libraries. On the other hand the \$24.95 price for the 1978 book has evidently permitted numerous libraries to acquire essentially the same book—albeit two years later.

An updating of Cheney's survey is long overdue. And *The Book Industry in Transition* accomplishes this quite well—at least in the areas of book distribution and marketing. The author identifies five results of the study. First, there is an analysis of the general status of the book industry, its history, and its direction. Second, the study presents a description of the way general books are marketed and distributed. Third, there is a sharing of techniques, innovations, and experiments that will hopefully benefit the industry as a whole. Fourth, the study provides an outsider's evaluation (Compaine's expertise in marketing and communications) of the effectiveness of certain distribution practices and marketing programs. Fifth, the study provides a sense of direction in regard to solving long-standing problems in the book industry.

The problems of the book industry today are much the same as those identified by Cheney in 1931. Distribution of literally hundreds of thousands of unique products (titles) is a problem not faced by any other industry. Market research, an essential element in production and marketing for most other industries, is not widely used in the book industry—and then primarily by the mail order publishers. These and related problems are the focus of the author's concern as he surveys how the book industry is organized, who buys books and why, how books get to readers, and comments over and over again on the economic factors that are unique to this industry.

Each of fourteen chapters provides a succinct description of a particular aspect of the book industry. Four chapters are devoted to "Getting Books to the Reader"—one chap-

ter each for trade books, libraries, mass market paperbacks, and book clubs and mail order publishers. As might be expected from his background, Compaine devotes much attention to the chapter on "Promotion, Advertising, and Market Research." All chapters have an ample supply of examples and statistics that effectively support the summary and conclusions offered. Statistics are fairly up to date and come primarily from Bowker publications, the Association of American Publishers, the U.S. Bureau of the Census, and Knowledge Industry Publications' own files.

The very nature of this study and the current emphasis on the needs and rights of consumers make a chapter on "Who Buys Books, Where, and Why" of considerable interest. Unfortunately, the little new information included in this chapter is derived from a very small sample of bookstore customers—hardly adequate for substantial conclusions about who buys books and why.

Recently, however, and possibly because of the transition climate described by Compaine, two major studies have been published that provide valuable insight into the publisher-consumer relationship. *Consumer Research Study on Reading and Book Purchasing* (Darien, Conn.: Book Industry Study Group, 1978) was released in the fall of 1978 at a prepublication price of \$1,000, after publication \$1,500. Reminiscent of the arrangements for the work being reviewed, a recent announcement from the American Library Association offered the *Consumer Research Study on Reading and Book Purchasing* to ALA members for \$60.00. Price notwithstanding, this study adds much information to the existing body of literature about the reading and book-buying habits of Americans. There appears to be some correlation between "Factors Important in Book Selection" reported in this *Consumer Research Study* and those reported by Compaine in *The Book Industry in Transition*.

Another recent contribution in the area of publisher-consumer relationships is *Getting Books to Children: An Exploration of Publisher-Market Relations* by Joseph Turow (Chicago: American Library Assn., 1978). The emphasis of Turow's book is clearly on the "relationship" between the

publisher and market. Nevertheless, in exploring this relationship and its implications, his findings are quite similar to those of Compaine in *The Book Industry in Transition*.

During this transitional period, Compaine supports greater utilization of wholesalers to relieve the magnitude of the distribution problem and to offset the "horror of returns" to publishers. He is very supportive of jobbers like Ingram and Baker & Taylor and feels their role in distribution has not reached its potential. He views the development of the bookstore chains (B. Dalton, Walden, etc.) as positive influences in the industry.

In spite of the severe problems facing the industry, not the least of which is gaining new markets (consumers), Compaine is optimistic. He applauds the use of new technology by publishers, jobbers, and retailers. However, little mention is made of the potential for on-line data bases during this transition period.

In addition to the summaries and conclusions contained in the individual chapters,

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one chapter is devoted to a summary and conclusions of the entire study. Also, a final chapter consists of "Profiles of Selected Companies." Anyone interested in the book industry will find these profiles quite interesting. An appendix provides an analysis of the book buyers survey that supplied the data for the chapter on "Who Buys Books."

The book, although first published at \$450 and now available for \$24.95, is still overpriced. And there are several glaring typographical errors. Nevertheless, among librarians, communications faculty, book dealers, and publishers there is a ready audience for this current assessment of the book industry. Compaine's book may not last as long as the Cheney report. Hopefully, the changes expected and suggested for the book industry will preclude that possibility.—Don Lanier, Auburn University, Auburn, Alabama.

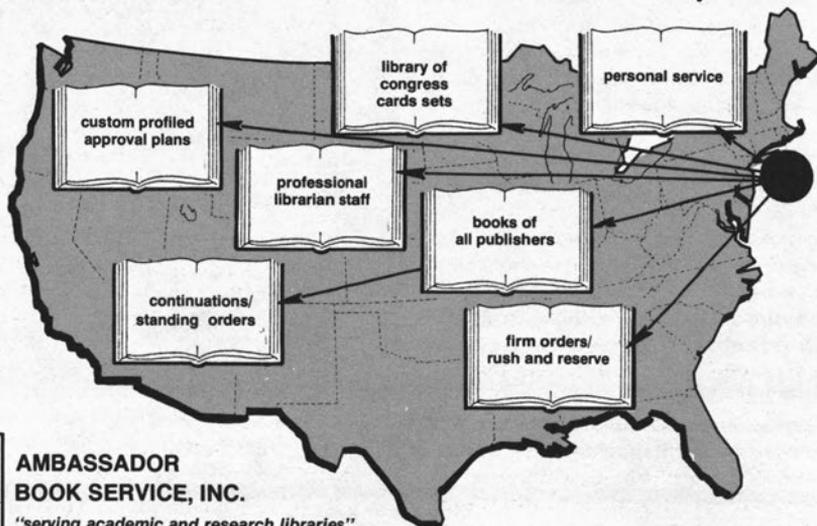
Turow, Joseph. *Getting Books to Children: An Exploration of Publisher-Market Relationships*. ALA Studies in Librarianship, no.7. Chicago: American Library Assn., 1978.

137p. \$8.50. LC 78-24130. ISBN 0-8389-0276-6.

A careful attempt to examine factors that can predetermine which books will be produced, in even one segment of the publishing world, is noteworthy. In *Getting Books to Children*, Joseph Turow, assistant professor of communication at Purdue University, applies the perspective of mass communications research to children's publishing in a way that bears upon fundamental concerns of librarians, the consideration of quality in books selected for a library collection, and the desire to satisfy the needs and wishes of readers.

Basing his study on material gathered for his 1976 Ph.D. thesis, the author examines the organizational relationships that have reinforced the two major markets for children's books, the one library oriented and the other the mass market. His work is divided into two main parts as he investigates, in detail, the two different patterns of publishing to see what effect the relationships of publishers and their markets (not children, but in the one case, librarians, and in the

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