

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,