Modeling an Academic Approval Program

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A model for core-collection development appropriate for large and medium-sized research libraries is proposed. A strategy of mechanical selection is suggested that will ensure the quality of core selection as well as release selectors from the burden of core selection so they might spend more time identifying difficult materials.

We read with interest a *LRTS* article by Charles W. Brownson entitled "Mechanical Selection," which investigates the usefulness of mechanical versus expert selection and argues for more quantification in selection practice.[1] Before that, a C&RL article by Karen A. Schmidt entitled "Capturing the Mainstream," compares the viability of publisher- and subject-based plans for academic libraries in both domestic and international markets and presents the case for the overriding success of a publisher-based plan for domestic publications and a subject-based plan for international markets.[2] We believe a rationale for more quantification in selection practice, in the form of a publisher-based plan for the domestic market, is nascent in an extant principle of collection management; and we offer below an explanation of how that principle — a corollary to the 80/20 rule — might be used in collection development to model an academic approval program.

A 1969 article by Richard W. Trueswell offers the clearest statement of "the 80/20 rule" — a characteristic of inventory in business that approximately 80 percent of the number of transactions taken from a warehouse represents about 20 percent of the items stocked. With graphs of circulation versus holdings that show circulation taken from several libraries, the author illustrates the similarities between business-inventory holdings and book circulation, and concludes that some of the techniques used for managing business inventories are applicable to libraries.[3]

Our analysis of the "Outstanding Academic Books" that appeared in the May issues of *Choice* during a recent ten-year period suggests a similar 80/20 pattern: 80 percent of these titles are by 20 percent of the publishers. This 80/20 core is split into disparate halves: 2,315 "Outstanding Academic Books," primarily in the humanities and the social and behavioral sciences, have been produced by forty-seven university presses; while 2,258 "Outstanding Academic Books," primarily in reference and in science and technology, have been produced by eighty-three commercial publishers. The average yearly output of the university presses of the core is 3,589 titles, while that of the commercial publishers is 11,464. The challenge for a medium-sized research library, which cannot afford to gather the entire 80/20 core mechanically, but still wishes to bring in a substantial portion of the commercial half of the core through these means, is to choose between one of three possible strategies: (1) gather those publishers that

provide the best ratio of "Outstanding Academic Books" to total titles issued; (2) gather those publishers that provide the most "Outstanding Academic Books"; or (3) gather those publishers whose "Outstanding Academic Books" categories, together with those of the university core, provide an even coverage so that collection balance is maintained. This article suggests methods and estimates costs for each of those strategies. While these are not the only means of getting useful material into the library, we believe this information can be used for a mechanical selection of a substantial portion of the domestic mainstream, which Schmidt spoke of capturing with a publisher-based approval plan. The efficiency of selectors will be improved by shifting the burden of core selection away from expertise in order to permit their knowledge of subject areas to be spent identifying fugitive and difficult materials.

METHODOLOGY

To prove the 80/20 corollary, we built a *dBASE* file indexing the "Outstanding Academic Books" from the May issues of *Choice* based on Koenig's network model.[4] The normalization process establishes authoritative forms for the publishers that can then be profiled in vertical spreadsheet format by subjects and revised by years.[5]

The composite profile of table 1 indicates there were 524 "Outstanding Academic Books" in reference, 1,943 in humanities, 983 in science and technology, and 2,255 in social and behavioral sciences during the ten-year period. During that same period, Harper & Row had five "Outstanding Academic Books" in reference, twenty-six in humanities, nine in science and technology, and thirty in social and behavioral sciences, and Wiley had ten "Outstanding Academic Books" in reference, one in humanities, ninety-one in science and technology, and twenty in social and behavioral sciences.

With a program that includes a conditional statement for nine or more occurrences of a publisher, it is possible to create a subset of the original file containing 4,573 "Outstanding Academic Books" by 130 publishers; and since the original file contains 5,705 "Outstanding Academic Books" by 705 publishers, we call this subset the "80/20 core." It is also possible to break the 80/20 core into two almost equal pieces — one containing 2,258 "Outstanding Academic Books" by eighty-three scholarly and trade publishers, and the other 2,315 "Outstanding Academic Books" by forty-seven university presses.

TABLE 1
TEN-YEAR SUBJECT PROFILES

Choice Categories	"Outstanding Academic Books," 1978–1987	Harper & Row	Wiley
Reference	508	5	10
General	16	0	0
Reference	524	5	10
Humanities	62	1	0
Art	265	6	1
Photography	38	0	0
Communication Arts	44	0	0
Classical Studies	85	0	0
Language/Literature	103	0	0
English/American	466	7	0
Germanic	50	1	0
Romance	106	1	0
Slavic	38	0	0
Other	52	0	0
Performing Arts	11	0	0
Dance	22	0	0
Film	62	1	0
Music	131	2	0
Theater	45	0	0
Philosophy	159	1	0
Religion	204	6	0
Humanities	1,943	26	1
Science/Technology	120	4	6
History of Science	89	2	1
Astronautics/Astronomy	25	0	0
Biology	92	0	9
Botany	31	0	2
Zoology	66	0	0
Chemistry	43	0	12
Earth Sciences	51	0	7
Engineering	144	2	23
Health Sciences	114	0	4
Information/Computer Science	62	0	4
Mathematics	53	0	10
Physics	45	0	12
Sports/Physical Education	48	1	1
Science/Technology	983	9	91
Social/Behavioral Science	133	1	3
Anthropology	106	0	0
Business/Management/Labor	145	1	8
Economics	266	1	4
Education	94	3	1
History/Geography/Area Studies	90	0	0
Africa	32	1	0
Asia/Oceana	64	2	0
Europe	245	4	0

TABLE 1 Cont.
Ten-Year Subject Profiles

Choice Categories	"Outstanding Academic Books," 1978–1987	Harper & Row	Wiley
Latin America/Caribbean	40	0	0
Middle East/North Africa	42	1	0
North America	266	8	0
Political Science	327	4	0
Law	44	0	0
Psychology	152	3	4
Sociology	209	1	0
Social/Behavioral Science	2,255	30	20
All Categories	5,705	70	122

METHODOLOGY, PART II

Either of the bibliographic tools currently available in compact-disc format — *Books In Print Plus* by the R. R. Bowker Company or *Wilsondisc Cumulative Book Index* by the H. W. Wilson Company — might be used to establish authoritative forms for the publishers in our file, but only one of them excludes reprints. This is important for the second part of our methodology, establishing, on an objective basis, the new titles produced each year by the core publishers. Both *BIP Plus* and *Wilsondisc CBI* have an advantage over traditional print sources such as *Literary Market Place* in that they are enumerative — we can list out individual titles of a publisher and year to verify statistics about which we might be skeptical — but *Wilsondisc CBI* has the additional advantage of including only new titles (*BIP Plus,* which includes reprints, does not, so far, offer any way to drop these out of a search).

Using this tool we can find the most authoritative name for each of the commercial publishers or university presses from the 80/20 core (see appendixes A and B). The commercial publishers that make up the three gathering plans considered are listed in table 2. Using the same tool, we can find the number of titles produced by the same publishers and presses for the period 1982-1987 and the yearly average for each appears in the first column. Using our dBase file, we can find the number of "Outstanding Academic Books" produced by the same publishers and presses for the period 1978-1987; and we give the yearly average for each in the second column. We have indexed the same publishers or presses against "Oxbridge" (Oxford Univ. Press/Clarendon Press and Cambridge Univ. Press), which produces, on the average, an "Outstanding Academic Book" for every twenty-five titles,[6] and the index value for each is given in the third column.

In a previous study, we compared these publishers and presses to one another individually;[7] but in this study, generic publishers and presses are compared to each other more generally. The commercial publishers of appendix A produce an annual average of 11,464 titles, while the university presses of appendix B produce an annual average of 3,589 titles. At the $35 per academic title suggested in the March 1988 issue of *Choice*, a large research library could purchase the commercial-publisher half of the 80/20 core for approximately $400,000 and the university-press half for about $125,000. It might well consider the $525,000 this would require every year to be money well spent, since in so doing, it was ensuring through mechanical selection the timely appearance in its collection of the domestic mainstream, and, more importantly, with the reduction in drudgery, enabling its selectors to concentrate on the truly professional aspects of their work.

TABLE 2
PUBLISHERS OF GATHERING PLANS

Commercial Publisher	*Cumulative Book Index* Average	"Outstanding Academic Book" Average	"Oxbridge' Index
Abbeville Press	18.0	1.1	1.56
Abrams	44.0	2.1	1.22
Academic Press	225.2	7.9	0.90
Allen & Unwin	123.5	3.7	0.77
Archon Bks.	18.2	0.9	1.26
AVI	14.3	0.9	1.61
Ballinger	35.8	1.9	1.36
Barnes & Noble	14.5	1.9	3.35
Basic Bks.	39.8	5.7	3.66
Beacon Press	24.0	0.9	0.96
Brookings Institution	22.8	2.3	2.58
Facts on File	83.0	2.4	0.74
Free Press	51.2	5.5	2.75
Freeman, W. H.	33.7	1.8	1.37
Garland	318.8	3.6	0.29
Godine	21.2	1.0	1.21
Greenwood Press	316.8	12.0	0.97
Hall, G. K. & Co.	158.3	2.5	0.40
Halsted Press	51.8	2.5	1.23
Harper & Row	471.0	7.0	0.38
Holmes & Meier	21.8	2.2	2.58
Hoover Institution Press	20.7	0.9	1.11
Humanities Press	11.5	1.3	2.89
Jossey-Bass	46.0	2.1	1.17
Knopf	174.7	5.9	0.86
Lexington Bks.	102.5	3.6	0.90
McGraw-Hill	390.5	5.3	0.35
New York Graphic Soc.	10.7	0.9	2.15
Norton	167.3	6.2	0.95
Orbis Bks.	32.8	1.0	0.78
Pantheon Bks.	96.2	4.1	1.09
Plenum Press	191.7	3.4	0.45
Praeger Pubs.	143.5	6.0	1.07
Prentice-Hall	832.7	6.9	0.21
Rizzoli Int. Publs.	37.2	2.1	1.44
Routledge & Kegan Paul	116.7	4.5	0.99
Rowman & Allanheld	23.2	1.1	1.21
Rowman & Littlefield	15.7	1.9	3.09
Russell Sage Foundation	2.7	0.9	8.52
Scarecrow Press	79.0	2.7	0.87
Schirmer Bks.	6.2	1.2	4.95
Sharpe, M. E.	23.2	0.9	0.99
Springer-Verlag	445.3	4.7	0.27
St. Martin's Press	553.8	9.1	0.42
Thames & Hudson	48.3	2.2	1.16
Twayne Pubs.	71.3	2.7	0.97
Ungar	28.2	0.9	0.82
Westview Press	158.7	4.5	0.72
Wiley	687.7	12.2	0.45

APPLICATION

This argument, while it makes sense for a full-sized research library, is less convincing for a medium-sized research library, which, although it might be able to afford the $125,000 required every year to gather the university-press half of the 80/20 core, might not be able to afford the $400,000 required for the commercial core. How it decides to handle this problem will

have an effect on its collection, since the dispersal of "Outstanding Academic Books" by commercial publishers and university presses is not even throughout the subject categories. Figure 1 shows the detailed subject categories from the 80/20 core as percentages of the detailed subject categories from the overall profile. The commercial half of the core supplies most of its share of the "Outstanding Academic Books" in reference and science and technology, and the university half most of its share in humanities and social and behavioral sciences.

We believe a medium-sized research library might want to consider one of several plans to gather a substantial portion of commercial publishers from the 80/20 core. The first would be to arrange for a slips program for the commercial core from which its selectors might choose *some* Harper & Row titles, *some* Wiley titles, and so on. The burden on the bibliographers could be lightened somewhat by furnishing them with an array of publisher lists for the subject categories (easy to do with the dBase file we have built); but a slips program would not permit the hands-on evaluation of each title that a gathering plan would. Selectors might be tempted to save slips until they could choose among them on the basis of reviews, which would retard the *timely* appearance in the collection of important titles.

The second and third plans a medium-sized research library might consider would be to create a subset that provided the best ratio of "Outstanding Academic Books" to total titles issued, or that provided the most "Outstanding Academic Books." The summary effect of either plan is shown in figure 2. The first subset is made up of forty commercial publishers from the 80/20 core, each of which issues no more than three dozen titles for every "Outstanding Academic Books" title that it produces (or has an index relating it to " Oxbridge" above . 71); and the second subset is made up of twenty commercial publishers from the 80/20 core, each of which has produced at least thirty-four "Outstanding Academic Books" in the last ten years. We have shown the subject categories from these subsets, together with those from the university core, as percentages of the subject categories from the overall profile.

The cost of gathering the first subset of forty commercial publishers can be determined by adding the average number of total titles each publisher produces and multiplying that by the average cost of an academic title quoted above (2,575.9 x $35, or $90,156.50). This plan could be extended to bring in an additional thirty-one "Outstanding" titles per year by creating a similar subset from the non-core publishers — gathering those with three or more "Outstanding Academic Books" in the ten-year period that were producing at least one outstanding title for every three dozen published. The cost of buying these sixty-six additional publishers could be determined the same way (531.2 x $35, or $18,592). Adding all three costs together, we achieve the maximal application of this strategy, gathering two-thirds of the "Outstanding Academic Books" for less than half the cost of gathering the four-fifths that the 80/20 core alone represents — a very attractive financial inducement.

Illustration 1: 80/20 Core by <u>Choice</u> Categories

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University Presses
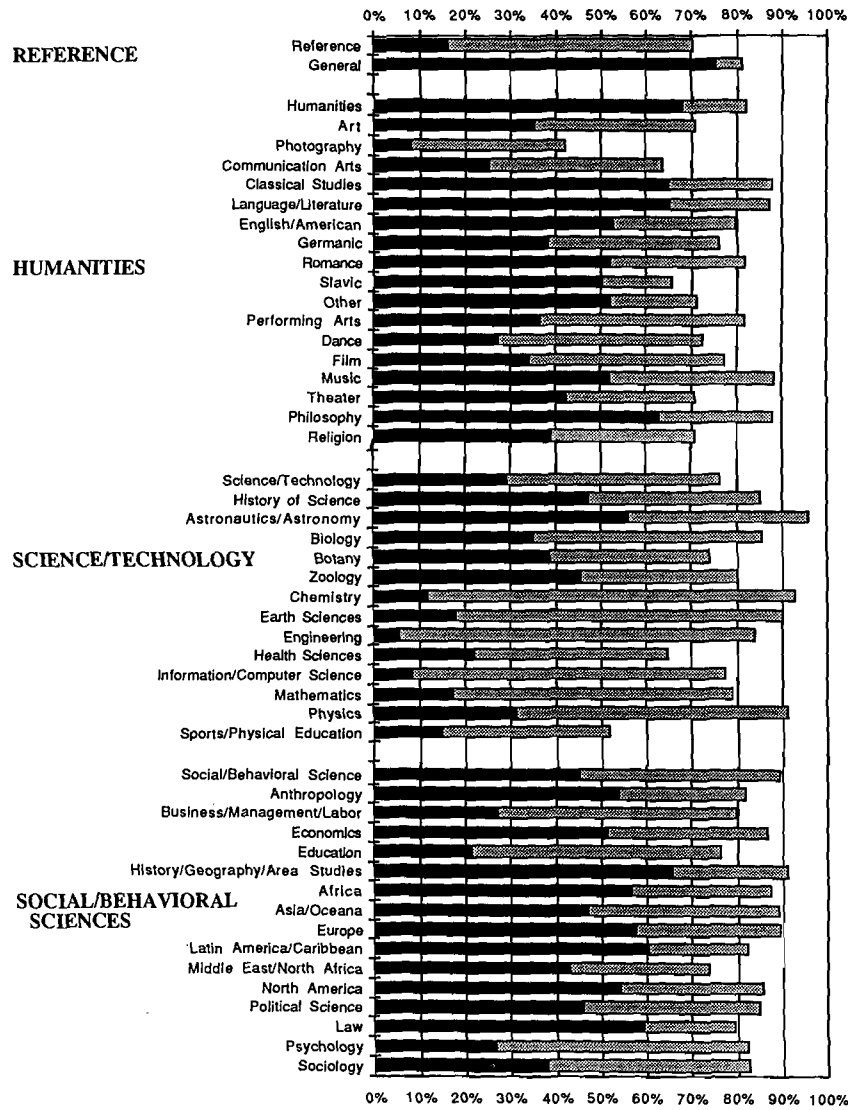
▨

Commercial Publishers

Figure 1.   80/20 Core by *Choice* Categories

The effect of such a plan on the general subject categories is shown in figure 2 also: It would bring in three-fifths of the "Outstanding Academic Books" overall, two-thirds of the "Outstanding Academic Books" in humanities and social and behavioral sciences, and less than half of the "Outstanding Academic Books" in reference and science and technology. Adding the sixty-six non-core publishers would exaggerate this imbalance even more: It would bring in two-thirds of the "Outstanding Academic Books" overall, three-fourths of the "Outstanding Academic

Books" in humanities and social and behavioral sciences, and only half of the "Outstanding Academic Books" in reference and science and technology. Unless we were willing to offset this somehow — by doubling the firm order allotments in reference and science and technology, let us say — a radical imbalance would result in the collection.

The cost of gathering the second subset of twenty commercial publishers can be determined, similarly, by adding the average number of total titles each produces and multiplying that by the average cost of an academic title quoted above (5,607.6 x $35, or $196,266). This is twice the cost to gather virtually the same number of "Outstanding Academic Books," but the effect on the subject categories is much less radical. Figure 2 shows it would bring in three-fifths of the "Outstanding Academic Books" in the humanities, science and technology, and social and behavioral sciences, but only two-fifths of the "Outstanding Academic Books" in reference. This is a much less serious imbalance — one that a medium-sized research library might be willing to accept, since a perfect balance could be achieved only by limiting the subset to ten commercial publishers from the 80/20 core with an emphasis in the areas of reference and science and technology. The effect of this limitation is shown in figure 2 as well, though we believe most medium-sized research libraries will find the cost of gathering a subset of only ten publishers to maximize such a plan (3,537.3 x $35, or $123,805.50) not worth the result (about half the number of "Outstanding Academic Books" from either of the plans we examine above).

CONCLUSION

Mechanical selection of the academic mainstream would cost approximately $525,000; and we believe, for a full-sized research library, that might be money well spent — first, to guarantee the timely arrival in its collection of four-fifths of the "Outstanding Academic Books" that will appear; and second, to free its bibliographers from the burden of core selection so they might spend more time identifying fugitive and difficult materials.

Mechanical selection of something less than the 80/20 core will pose problems for a medium-sized research library — either with regard to the selectors having to choose individual titles from the commercial publishers of the 80/20 core, or with maintaining a balance between

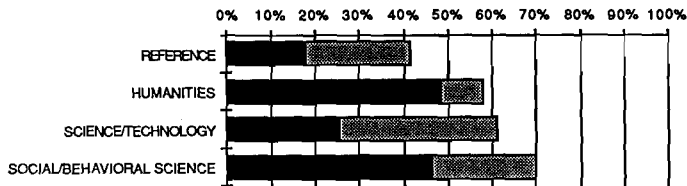**Illustration 2: Summary Displays of <u>Choice</u> Categories**

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All University Presses of the 80/20 Core

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All Commercial Publishers of the 80/20 Core
CORE
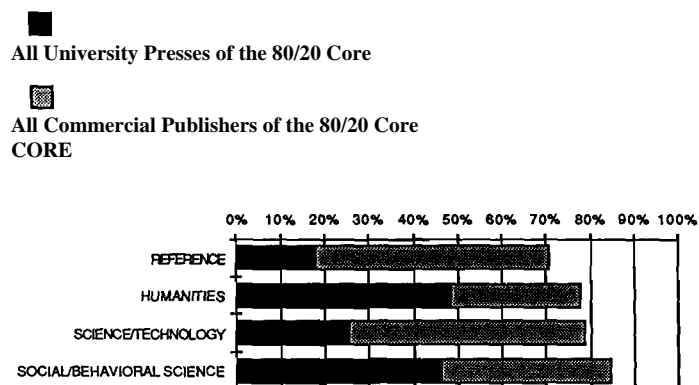
■
All University Presses of the 80/20 Core

▨
Forty Commercial Publishers of the 80/20 Core with Best "Oxbridge" Index
BEST

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              0%  10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
    REFERENCE
   HUMANITIES
SCIENCE/TECHNOLOGY
SOCIAL/BEHAVIORAL SCIENCE
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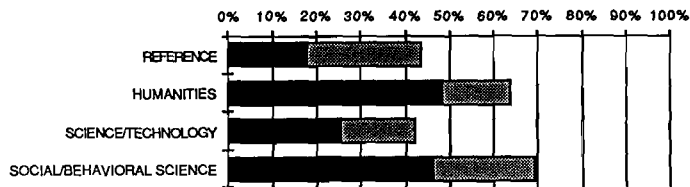
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All University Presses of the 80/20 Core

▨
Twenty Commercial Publishers of the 80/20 Core with Most Outstanding Titles
MOST

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              0%  10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
    REFERENCE
   HUMANITIES
SCIENCE/TECHNOLOGY
SOCIAL/BEHAVIORAL SCIENCE
```

■
All University Presses of the 80/20 Core

▨
Ten Commercial Publishers of the 80/20 Core to Even the Collection in Reference & Science
EVEN

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              0%  10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
    REFERENCE
   HUMANITIES
SCIENCE/TECHNOLOGY
SOCIAL/BEHAVIORAL SCIENCE
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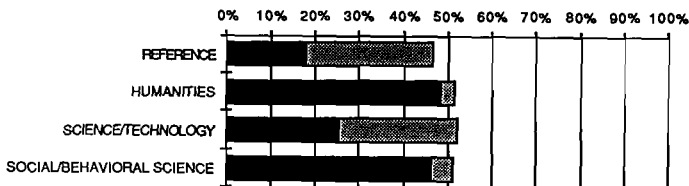
Figure 2.   Summary Displays of *Choice* Categories

the subject categories of the overall profile, or with keeping the cost of the gathering plan within reasonable bounds. Which of these plans a medium-sized research library chooses is largely a matter of style, and we do not mean to imply that the mechanical plans we have suggested are the only means of getting worthwhile books into the library. Some may prefer to use the services of a trustworthy vendor, whose experience with the university presses and commercial publishers of the 80/20 core is not limited by the biases of a single collection; while others might reasonably

decide to combine the university presses or commercial publishers of the 80/20 core with subject descriptors in order to limit, perhaps radically, the number of titles that would come on approval. But no matter what strategy a library may choose, the technology we have employed can provide its bibliographers with useful tools, not only to help with the 80/20 core, but also the much larger number of outstanding non-core presses and publishers. Subject specialists, armed with this new tool, might become successful explorers of what was previously something of a bibliographic terra incognita, now indexed or oriented to a known standard (i.e., "Oxbridge"). An intelligent subject specialist who is possessed of such a guide is no more obligated to buy every last title by Basic Books or Free Press (to name two of our own favorites) than a seasoned traveler armed with a Baedeker must see every last view of the Acropolis or the Parthenon. By providing lists by subject, or reallocating the firm-order budget to compensate for the effect of a limited gathering plan, or setting aside enough money to cover a realistic gathering plan among the commercial publishers of the 80/20 core, we still make intelligent choices as librarians. And if we do our work well, we gain the leisure to explore the larger bibliographic world, which cannot be acquired so easily through mechanical selection.

REFERENCES AND NOTES

1. Charles W. Brownson, "Mechanical Selection," *Library Resources & Technical Services* 32, no. 1:17-29 (Jan. 1988).
2. Karen A. Schmidt, "Capturing the Mainstream: Publisher-Based and Subject-Based Approval Plans in Academic Libraries," *College & Research Libraries* 47, no.4:365-69 (July 1986).
3. Richard W. Trueswell, "Some Behavior Patterns of Library Users: The 80/20 Rule," *Wilson Library Bulletin* 43, no.5:458-61 (Jan. 1969).
4. M. E. D. Koenig, "Data Relationships: Bibliographic Information Retrieval Systems and Database Management Systems," *Information Technology and Libraries* 4, no.3:247-72 (Sept. 1985).
5. The subjects and years must be normalized as well, since *Choice* has introduced several new categories during the last ten years ("Botany" and "Zoology" from "Biology," and "Law" from "Political Science"), and combined some old ones ("Ancient History" with "Classics," and "Linguistics" with "Language")—and has begun to call its March through February annual cumulations by the second of the two years involved. We have applied the new categories retrospectively to records in "Biology" with an LC class of QK and QL and to records in "Political Science" with an LC class of K, and maintained the earlier system of referring to the annual cumulations by the first of the two years involved. The ten-year profile for composite or individual publishers is displayed in a vertical spread-sheet format for the fifty *Choice* subject categories, and the profile is subtotaled to characterize each publisher more generally. Thus, besides saying specifically that Harper & Row's strongest categories are "North America," "English and American," "Art," and "Religion," or that Wiley's are "Engineering," "Chemistry," " Physics," and "Mathematics," we can also say more generally that their profiles are complementary, since the first emphasizes humanities and social and behavioral sciences, and the second, science and technology.
6. Since *Choice* treats both Oxford Univ. Press and Clarendon Press as though they were a single imprint, we have followed that practice here in assigning the ratio we use $(830.3 + 575.8) / (30.5 + 24.5)$ as an index value of 1.0.
7. John C. Calhoun and James K. Bracken, "An Index of Publisher Quality for the Academic Library," *College & Research Libraries* 44, no.3:257-59 (May 1983).

APPENDIX A

COMMERCIAL PUBLISHER	*CUMULATIVE BOOK INDEX* AVERAGE	"OUTSTANDING ACADEMIC BOOK" AVERAGE	"OXBRIDGE" INDEX
Abbeville Press[b]	18.0	1.1	1.56*
Abrams[b]	44.0	2.1	1.22*
Academic Press[emb]	225.2*	7.9*	0.90*
Addison-Wesley	150.0	1.9	0.32
Allen & Unwin[mb]	123.5	3.7*	0.77*
Archon Bks.[b]	18.2	0.9	1.26*
Atheneum Pubs.	181.5	1.2	0.17
AVI[b]	14.3	0.9	1.61*
Ballinger[b]	35.8	1.9	1.36*
Barnes & Noble[b]	14.5	1.9	3.35*
Basic Bks.[mb]	39.8	5.7*	3.66*
Beacon Press[b]	24.0	0.9	0.96*
Blackwell	116.8	1.9	0.42
Bowker	42.7	1.0	0.60
Brookings Institution[b]	22.8	2.3	2.58*
Doubleday	300.8	1.3	0.11
Dutton	131.0	0.9	0.18
Eerdmans	54.5	1.1	0.52
Erlbaum	40.8	1.0	0.63
Faber & Faber	130.5	1.0	0.20
Facts on File[eb]	83.0*	2.4	0.74*
Farrar, Straus & Giroux	50.5	1.4	0.71
Fortress Press	55.0	1.5	0.70
Free Press[mb]	51.2	5.5*	2.75*
Freeman, W. H.[b]	33.7	1.8	1.37*
Gale Res.	96.2	1.8	0.48
Garland[em]	318.8*	3.6*	0.29
Godine[b]	21.2	1.0	1.21*
Greenwood Press[emb]	316.8*	12.0*	0.97*
Hall, G. K. & Co.[e]	158.3*	2.5	0.40
Halsted Press[b]	51.8	2.5	1.23*
Harper & Row[m]	471.0	7.0*	0.38
Holmes & Meier[b]	21.8	2.2	2.58*
Holt, Rinehart & Winston	189.5	1.4	0.19
Hoover Institution Press[b]	20.7	0.9	1.11*
Houghton Mifflin	194.2	1.8	0.24
Humanities Press[b]	11.5	1.3	2.89*
Jossey-Bass[b]	46.0	2.1	1.17*
Knopf[mb]	174.7	5.9*	0.86*
Lexington Bks.[mb]	102.5	3.6*	0.90*
Libraries Unlimited	37.0	1.0	0.69
Little, Brown	233.8	2.7	0.30
Longman	179.5	3.0	0.43
Macmillan	288.2	2.8	0.25
McGraw-Hill[em]	390.5*	5.3*	0.35
Methuen	120.2	2.7	0.57
Morrow	181.7	1.2	0.17
New York Graphic Soc.[b]	10.7	0.9	2.15*
Norton[mb]	167.3	6.2*	0.95*
Orbis Bks.[b]	32.8	1.0	0.78*
Pantheon Bks.[mb]	96.2	4.1*	1.09*
Pergamon Press	213.0	2.7	0.32
Plenum Press[m]	191.7	3.4*	0.45
Praeger Pubs.[mb]	143.5	6.0*	1.07*
Prentice-Hall[em]	832.7*	6.9*	0.21

Putnam	120.2	1.1	0.23
Random House	252.5	3.0	0.30
Rizzoli Int. Publs.[b]	37.2	2.1	1.44*
Routledge & Kegan Paul[mb]	116.7	4.5*	0.99*
Rowman & Allanheld[b]	23.2	1.1	1.21*
Rowman & Littlefield[b]	15.7	1.9	3.09*
Russell Sage Foundation[b]	2.7	0.9	8.52*
Sage Publs.	106.8	1.2	0.29
Scarecrow Press[eb]	79.0*	2.7	0.87*
Schirmer Bks.[b]	6.2	1.2	4.95*
Schocken Bks.	42.0	1.1	0.67
Scribner	142.3	2.6	0.47
Sharpe, M. E.[b]	23.2	0.9	0.99*
Simon & Schuster	238.8	2.4	0.26
Springer-Verlag[em]	445.3*	4.7*	0.27
St. Martin's Press[m]	553.8	9.1*	0.42
Thames & Hudson[b]	48.3	2.2	1.16*
Thomas, C. C.	128.0	0.9	0.18
Transaction Bks.	41.7	1.1	0.67
Twayne Pubs.[b]	71.3	2.7	0.97*
UMI Res. Press	79.0	1.1	0.36
Ungar[b]	28.2	0.9	0.82*
University Press of Am.	298.2	0.9	0.08
Van Nostrand Reinhold	176.2	2.5	0.36
Viking	177.3	2.6	0.37
Westminster Press	48.0	1.0	0.53
Westview Press[mb]	158.7	4.5*	0.72*
Wiley[em]	687.7*	12.2*	0.45

Note: We have added a superscript "b" to distinguish the forty commercial publishers that have the best "Oxbridge" index values, starring those figures in the third column; we have added a superscript "m" to distinguish the twenty commercial publishers that have the most "Outstanding Academic Books," starring those figures in the second column; and we have added a superscript "e" to distinguish the ten commercial publishers that have yearly averages that would even the collection in reference and science and technology, starring those figures in the first column.

APPENDIX B

UNIVERSITY PRESS	CUMULATIVE BOOK INDEX AVERAGE	"OUTSTANDING ACADEMIC BOOK" AVERAGE	"OXBRIDGE" INDEX
Cambridge Univ. Press	575.8	24.5	1.09
Columbia Univ. Press	102.8	6.4	1.59
Cornell Univ. Press	82.7	8.2	2.53
Duke Univ. Press	37.5	1.4	0.95
Harvard Univ. Press	92.7	15.6	4.30
Indiana Univ. Press	87.3	7.2	2.11
Johns Hopkins Univ. Press	102.5	6.5	1.62
Louisiana State Univ. Press	10.0	2.6	6.65
MIT Press	132.7	6.5	1.25
New York Univ. Press	50.2	2.1	1.07
Ohio State Univ. Press	15.2	1.1	1.85
Oxford Univ. Press/ Clarendon Press	830.3	30.5	0.94
Pennsylvania State Univ. Press	3.3	1.5	11.62
Princeton Univ. Press	138.3	16.8	3.11
Rutgers Univ. Press	33.0	2.0	1.55
Southern Ill. Univ. Press	47.8	1.8	0.96
Stanford Univ. Press	33.0	2.0	1.55
State Univ. of N.Y. Press	19.2	2.1	2.80
Syracuse Univ. Press	27.8	1.3	1.20

Temple Univ. Press	23.2	2.4	2.64
Univ. of Ala. Press	30.8	1.3	1.08
Univ. of Ariz. Press	32.2	1.2	0.95
Univ. of Calif. Press	187.7	15.9	2.17
Univ. of Chicago Press	152.2	13.2	2.22
Univ. of Del. Press	14.7	0.9	1.57
Univ. of Ga. Press	26.3	2.4	2.33
Univ. of Hawaii Press	24.8	0.9	0.93
Univ. of Ill. Press	58.7	4.8	2.09
Univ. of Mass. Press	28.5	1.6	1.44
Univ. of Mich. Press	23.5	1.3	1.41
Univ. of Minn. Press	37.7	2.5	1.70
Univ. of N.C. Press	48.2	4.8	2.55
Univ. of N.M. Press	25.5	1.5	1.50
Univ. of Neb. Press	14.5	1.5	2.64
Univ. of Notre Dame Press	28.2	1.2	1.09
Univ. of Okla. Press	50.3	1.4	0.71
Univ. of Pa. Press	27.3	1.8	1.69
Univ. of Pittsburgh Press	22.5	1.6	1.82
Univ. of Tenn. Press	24.7	1.9	1.97
Univ. of Tex. Press	7.7	3.3	10.96
Univ. of Toronto Press	29.0	3.7	3.26
Univ. of Wash. Press	39.2	1.2	0.78
Univ. of Wis. Press	7.5	2.8	9.54
Univ. Press of Kan.	13.2	1.3	2.52
Univ. Press of Ky.	31.8	1.0	0.80
Wesleyan Univ. Press	18.5	1.3	1.80
Yale Univ. Press	138.7	12.7	2.34