

## Survey: Author-publisher relations deteriorating

A preliminary analysis of the latest TAA Academic Authors member survey found that textbook authors feel their relationships are going either no where or down hill, the TAA Contracts Committee reported at the association's annual convention in Park City, Utah June 24. Pending a complete analysis, the committee declined to release most of the data from the quantitative questions on the survey. On the trend of author-publisher relations over the last five years, however, the committee said only 10 respondents saw an improvement. Twenty-six saw a deterioration. Thirty-nine saw no change.

The survey was the latest by TAA on authoring issues. Seven-hundred questionnaires were mailed in April. Fifty-nine members responded. A second mailing in May yielded 29 more responses. By the time of the TAA convention, when the committee made its preliminary report, a half-dozen more questionnaires had been returned and more were expected to trickle in, the committee reported.

The response rate to the 25-question survey easily exceeded previous TAA surveys on authoring issues.

The committee said the findings are important for TAA: "Every business needs to find out what customers think. So do professional organizations like TAA. Our customers, if you will, the members, poured their hearts and brains out in responding to this survey."

For some of the typical comments, see the full article at [taa.winona.msus.edu/TAA/06jun/0624contracts.html](http://taa.winona.msus.edu/TAA/06jun/0624contracts.html)

### 2000 TAA National Convention New Orleans, Louisiana, June 21-24

TAA's 2000 convention will be held in the Big Easy, New Orleans at Le Pavillion Hotel June 21-24. Le Pavillion was the site of the 1993 TAA convention, and yes, tuxedoed waiters still serve peanut-butter sandwiches on silver trays at 11 nightly. Rooms will be \$99.

Chris Harris, program chair, invites suggestions for sessions: [crharris@frank.mtsu.edu](mailto:crharris@frank.mtsu.edu)

## NOTABLE AUTHOR: J. DAVID HUNGER

### Writing a textbook that defines a field

By Kim Pawlak

Management professor J. David Hunger recalled when he and coauthor Tom Wheelen wrote the first edition of *Strategic Management and Business Policy* in the early 1980s, they were able to be part of the process of developing the field of strategic management. At the time they wrote the book, he and Wheelen had been teaching a business policy course at the University of Virginia but didn't really know that much about the field. Hunger's background was organizational behavior and he had been thrust into teaching the business policy course. "At the time there was very little content in the field, it was just developing," Hunger said. "Most of the content had been developed by practitioners in large business corporations. There was almost nothing in the way of textbooks, so we decided to try our hand at it, to, in effect, learn the field. We discovered that as the field was gaining content from research, the title of the area was changing from business policy to strategic management. That's why we put both names in the title of our textbook." Hunger currently teaches in Iowa State University's College of Business. Wheelen teaches in the College of Business at the University of South Florida.

The sixth edition of *Strategic Management and Business Policy* won a 1999 Text and Academic Authors McGuffey Award for longevity. The judges called it "a solid book that is well-organized and up-to-date with numerous references from business that will appeal to students." Hunger and Wheelen are now working on the seventh edition.

Two things, said Hunger, have been the secret to their success and longevity: Writing the book so students could understand it without an instructor's help, and being ahead of any research being done in the field. The first was passed down to Wheelen by another successful author while he was on sabbatical at the University of Arizona. "He said not to fill it up with a bunch of academic gobblegook and terms that are extraordinarily complicated and don't make a lot of sense but to instead make it something that students could actually use and understand," Hunger said.

So that's just what they did, and it's what, said Hunger, made their book different. "It's the type of book an instructor can ask a student to read and not have to go over it and explain everything," he said. "The typical undergrad can read the book and really clearly understand what's going on."



Management professor J. David Hunger said two things have led to the success and longevity of his book: Making the content easily understood by students and using a pioneering approach to the field.

He said using a lot of examples and illustrations helped make it into a book that teaches itself. "The emphasis in the course had traditionally been on integrating the different concepts and getting students to do oral presentations and written case analysis," he said. "Our book left the instructor to do that while providing them with as much of the concepts, techniques and models that students could use to then apply to case analysis."

The 1,000-page book includes 400 pages of text dealing with strategic management and business policy content and 600 pages dealing with cases. Once the book came out, some people said they really liked the cases but didn't need the text, so the two came out with a 600-page version of the text, *Cases in Strategic Management*, that didn't include the text portion. Hunger then talked Wheelen and his publisher into doing a fourth book, *Essentials of Strategic Management*, that took the 400 pages of text from the original book and boiled them down to 200 pages.

Digested from a complete article at: [taa.winona.msus.edu/TAA/NOTABLE/hunger.html](http://taa.winona.msus.edu/TAA/NOTABLE/hunger.html)

# Campus stores seek answers for e-times

The chief staff officer of the National Association of College Stores told TAA members that he was pleased to be presenting to authors on behalf of bookstores for two reasons: First, said Brian Cartier, he's a great admirer of authors and writers. Second, he said, authors are the content providers, and to him, that's extremely important.

"Publishers are starting to view themselves as publishing content," Cartier said during his presentation in Park City, Utah, June 24. "That is leading to change and that's good news for authors because they provide the content." Cartier, who has been with NACS for a year, and is new to the bookselling arena, said he has been following the changes that have occurred in the past year closely.

Everywhere he goes, Cartier said, he is dealing with change. The change in the last five years has been more than in the past 25 years, he said, and the change in the past year has been more than the change in the past five years. "For all of those people who want things to be like they were 10 years ago: It can't be," he said. "It isn't and it won't be. Get over it. Change can present new opportunities." His presentation, "Managing Permanent Whitewater," he said, related to the difficulty and challenge of whitewater rafting: "The higher the level, the more difficulty keeping

the raft afloat." This is true of the publishing/bookselling/authoring industry today, he said, which presents challenges but also opportunities.

"Authors create the commodity we sell," Cartier said. For NACS members-stores, books are a \$5 billion industry with 60-80 percent of bookstore sales being books. For NACS bookstores, he said, books are the bread and butter. Margins are eroding, but store managers still pay a lot of attention to that side of the business.

The college market is growing, he said, noting that enrollment is increasing and there has been a larger emphasis on adult and life-long learning. "That has caught the attention of a lot of people," he said. Bookstores used to be free of competition. On-line book stores like VarsityBooks.com and BigWords.com were a "wake up call" for booksellers, he said: "Our members realized they had competition. The industry has been discovered and the change has been dramatic. That is impacting us. Because of the e-commerce model, they are getting a larger influx of capital." On-line stores have a market value of \$8.5 billion, he said, while stores have a market value of \$5.5 billion.

Cartier said the NACS research department has put together a chronological listing that lays out the changes that have taken place in

the past year. It shows that tremendous changes are taking place in the publishing industry, he said, and authors are part of that change as far as author-publisher relationships and the interest in self-publishing. Self-publishing, he said, should worry publishers.

Some of these changes, like electronic commerce, electronic content and electronic books, are a new phenomenon for the bookstore industry, Cartier said. "Many publishers now have the capability for e-content delivery," he said. "My greatest concern is e-content delivery, licensing and the bypassing of bookstores in the process."

Other changes that affect the bookstore industry include digitalization, publishing on demand and mergers, acquisitions and transactions. "Publishers are a major concern to us," said Cartier. "We are trying to have dialogue and improve relations with them. It is my goal to visit all major publishers this year. After listening to the mergers panel this morning, if I wait until later this year, maybe I'll only have one or two to visit rather than the seven out there now!"

[taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0625cartier.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0625cartier.html)

## NEWS BRIEFS

**New form.** The TAA governing council voted to revise the Council of Fellows nomination form for next year to include more specific information about what is required of nominees. This year's judges said they simply did not have enough information to make a determination based on some nominees' submission materials. Next year's nomination forms will call for a broader base of biographical materials to accompany submissions.

**On hold.** TAA's governing board decided to require future Council of Fellows honorees to be present at a TAA convention to receive their medallion. Until they are able to attend a convention, honorees will be known as Fellows-designate. Council member John Vivian said the new requirement will keep the spirit of the Council not only being a personal distinction but also one which enriches fellow TAA members at the annual meeting.

**Fellow nominations.** TAA's governing board pushed up the Council of Fellows nomination schedule to allow time for honorees to be notified and make plans to attend the convention. Nominations will now go out September 1. The deadline for nominations will be October 31. Winners will

be announced at the January Council meeting.

**Pearson pleased.** Pearson Education is pleased with the ranking of its royalty statements in a comparative study by the professional book agents' association. The Association of Authors' Representatives survey found that Pearson's Addison Wesley Longman royalty statements to authors have seven of the nine items that agents say should be included. Simon & Schuster, which was bought by Pearson after the AAR survey, scored nine out of nine. How will Pearson integrate the two publishing houses' contracts into one, seeing that S&S scored higher? "We're still in the process of reviewing the integration of contracts," Pearson spokesperson Maggie Rohr said. "Our intent is to move forward with the best of both worlds."

**Used books.** The publishing house McGraw-Hill said it is solving some of the used-book dent that has been hurting textbook profitability in recent years. CD-ROMs and web sites tied to books are making a difference because colleges are increasingly wired. Three of four students are web-enabled, the company said. Overall, McGraw-Hill is optimistic. Enrollments have reversed recent declines. The growth rate: 5 percent-plus from 1998-2000.

**On-line reviewing.** A former editor of the *New England Journal of Medicine* said on-line

publishing of medical research would be fraught with problems. Arnold Relman said peer review should come before dissemination. Relman responded to a National Institutes of Health proposal to hasten the exchange of research information by putting peer-review on-line. The Institute's director, Harold Varmus, said on-line review would bypass print journals that not only are slow, but expensive for researchers to publish in and for libraries to subscribe to.

**McGraw leads.** Textbook publisher McGraw-Hill increased sales 4.3 percent to \$1.4 billion worldwide, according to 1998 data from the newsletter *Subtext*. The gain secured McGraw as the planet's largest publisher of el-hi, college and other learning materials. *Subtext* put Simon & Schuster second at \$1.2 billion, a drop because some subsidiaries were transferred to Pearson during the year in the biggest book deal in history. For chart: [taa.winona.msus.edu/BRIEFS/06junBB.html](http://taa.winona.msus.edu/BRIEFS/06junBB.html)

**2000 chair.** A visual communications author, Chris Harris, accepted an invitation to be program chair for the next TAA national convention. Harris, of Middle Tennessee State University, invited program suggestions. The convention will be at Le Pavillion Hotel in New Orleans the weekend after Father's Day in June. The dates: June

23-24, a Friday and Saturday, with workshops and the TAA Council meeting on June 21 and 22. To contact Harris:

eharris@frank.mtsu.edu

**TAA Clout.** Said Michael Lennie, authoring attorney at the TAA convention: "As a member of TAA you have clout. You start out with the rights, you don't have to give them away. As the organization grows, we as a group will have even more power."

**Leaving 20th century.** The TAA convention at Park City was the association's last annual meeting of the 20th century, outgoing President Peggy Stanfield said. Stanfield told members that the century had been good to TAA. "We moved forward from a trailer house in Orange Springs to the University of South Florida in one decade," she said. "Along the way we improved communication through our web site and regular newsletters. We have become a nationally recognized voice for authors engaged in the serious business of educating our youth. We have promoted authors' interests and spoken out to protect their rights in all mediums of expression." Stanfield's term expired with the start of the Park City convention.

**School market.** A software marketer, Media Farm, created a subsidiary, SchoolSoft, to provide schools with custom classroom media kits, site licenses and other services. SchoolSoft also will sell computers to schools.

**On-line seller.** A Lexington firm, Ecampus, announced it will sell textbooks and cost materials on-line to college students. Among services: Used-book buybacks. <http://www.ecampus.com>

**2001 cruise.** A sea cruise should be considered for the 2001 TAA convention, the year after New Orleans, the TAA Council decided. The proposal originated with Ron Pynn, executive director, and a committee was appointed to explore the feasibility. Mike Sullivan, who arranges convention sites, said possible ports of departure for a three-day or four-day meeting include Baja California and the eastern and western Caribbean.

**TAA workshops.** Authoring lawyer Steve Gillen told TAA workshop participants to identify contract issues to negotiate but be willing to back off some issues for a final agreement. "If you don't ask, you won't receive," Gillen said. He suggested using the TAA Contract Guidelines to find clauses that serve authors well.

**Gift memberships.** Gift members in TAA have increased in recent months, reported TAA office manager Janet Tucker. Members have purchased 33 gift memberships since January, she said. Another factor in the association's growth has been the continuing workshop series at campuses around the country. Tucker said 123 new members can be traced to the workshops, held at the University of South Florida, Tampa, the University of Tennessee, Cal Poly Pomona and the

## Rosenzweig: Authors future up in air

Authors will face several concerns in the new millennium, said Paul Rosenzweig of Royalty Review Service. One is the influx of on-line booksellers like Amazon.com, he said, which could be a good and bad thing for authors. The bad news: They are buying books at a lower price and authors are earning less royalties. The good news: Foreign students are now buying books on-line at domestic prices and authors are getting higher royalties for those books.

Another concern facing authors, Rosenzweig said during a panel on mega-mergers at the TAA convention in Park City, Utah, June 25, is the way publishers deal with electronic rights. "There will have to be a big change in how publishers look at electronic rights," said Rosenzweig. "Publishers want every scrap of these rights whether they will exercise them or not." The problem with that, he said, is that publishers want those rights at a higher return. Publishers now want to offer the same or lower rate than the royalties authors are receiving for regular books, he said, and authors are being offered a smaller percentage of a smaller base. "If the publisher keeps the rights, however, you are no worse off than if the book was published as a hardcover if they're paying you the same royalty as the hard cover," he said.

The problem with electronic rights royalties, he said, is how much information an author will receive about these sales, which are usually reported under subrights. "Statements tell as little as possible for as long as they can get away with it," he said. "When you see

subrights on your statements, ask to see the sublicensing contract." When agencies like Rosenzweig's conduct a contract review, they are not allowed to pursue sublicensing deals back to the original transactions by the sublicensee. "As more things go into subrights, the less we can review on publisher's statements," he said.

When publishers merge there is a complete jumble, said Rosenzweig. "Because there is no uniformity between publishers' back room operations, every time you or your advisors change the publishing boilerplate as far as calculation of royalties, you are increasing the probability of error," he said. "As more electronic products become available, there will be more problems with their system of royalty reporting because publishers have no concept, no built-in system to meld electronic information into their royalty databases. Whatever changes come in electronic retailing, as of now, publishers cannot handle it."

What should authors be watching out for? Find out what is happening with foreign sales. Keep an eye on royalty statements for tracking of foreign royalties, advances, etc., said Rosenzweig. "When we get to pure electronic content, what is their accountability going to be? Publishers have no way of doing that."

Rosenzweig says authors cannot simply take their royalty check and put their statement away. They need to find out what is on the statement and what is not, and what information their contract is calling for. "Keep track of what is happening to your royalties," he said. [taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0624rosenzweig.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0624rosenzweig.html)

University of North Alabama.

**El-hi sales up.** El-hi sales rose 9.3 percent in the United States, according to the Association of American Publishers 1999 first-quarter compilations. Among all book genres, only adult and juvenile trade books did better.

**Council meeting.** The TAA Council, the governing board of TAA, set January 8, a Saturday, for its next semiannual meeting. The site, St. Petersburg Beach, Florida, is near the association headquarters at the University of South Florida-St. Petersburg.

**Budget growth.** Three out of five libraries expected their budgets to increase over the coming five years, a survey says. Most of the other libraries foresee level budgets. The American Library Association and the Association of American Publishers conducted the survey.

**New brochure.** A member of TAA's governing board, Dale Layman, recommended a new TAA brochure as part of an

invigorated membership recruiting program. Layman, an anatomy author, said the current brochure needs updating. He recommended sending 50 copies to every association member to distribute among colleagues at their schools and professional societies. Executive Director Ron Pynn said a revised brochure would be in the works soon.

**Competitive pricing.** Journal publisher Elsevier Science sees its products priced for the marketplace. John Tagler, a company spokesperson, said Elsevier's journals are in line with competitors. His comments followed the publicized resignation of a volunteer editor of *Nuclear Physics A* to protest subscription rates. To libraries, the journal is \$7,234 a year.

**Nannyware wanted.** The U.S. House approved a plan to require schools and libraries to block pupil access to obscenity and child-porn sites on the web as a condition for federal funding. At state nationwide is \$1.7 billion a year that goes to 25,000 school districts and libraries. Senate approval would be needed for the new requirement to go into effect.

## Convention chair receives Hood award

TAA convention chair Paul Tippens was awarded the Norma Hood Award, given for dedication to the association, during TAA's annual convention banquet in Park City, Utah, June 26. Executive Director Ron Pynn said this year's convention was "as fine a convention as TAA has ever hosted." He called it well-organized, with challenging topics and provocative speakers. "All a result of Paul's hard work, time and energies," Pynn said. "TAA members benefit and learn as a result of Paul Tippens's selfless dedication to our organization."

Said Tippens of winning the award: "It was with great pleasure that I accepted the Norma Hood Award. I recall Norma very well and always enjoy hearing the old stories about her ingenuity and dedication to our association. To be honored in her name for devotion and commitment to TAA and to its efforts to help authors is truly flattering. I can only assume, from what the leadership has told me, that the honor was bestowed on me for running an exemplary convention this year. If that is the case, then it was truly a labor of love. I've never been associated with a more professional and creative group of people than the members and leadership of our association.

*Digested from a complete article at:*  
[taa.winona.msus.edu/TAA/ARTICLES/99/07jul/0716tippens.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/07jul/0716tippens.html)

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### **Insurance company made final *Hit Man* call**

[taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0619paladin.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0619paladin.html)

### **TAA budget tops \$200,000 for first time**

[taa.winona.msus.edu/TAA/ARTICLES/99/0623budget.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/0623budget.html)

### **Physicist: Future to bypass e-journals**

[taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0616ginsparg.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0616ginsparg.html)

### **Attorney: Feds overwhelmed with mergers**

[taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0625lennie.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0625lennie.html)

### **Book auditor: Authors earning less**

[taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0624rosenzweig.html](http://taa.winona.msus.edu/TAA/ARTICLES/99/06jun/0624rosenzweig.html)

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