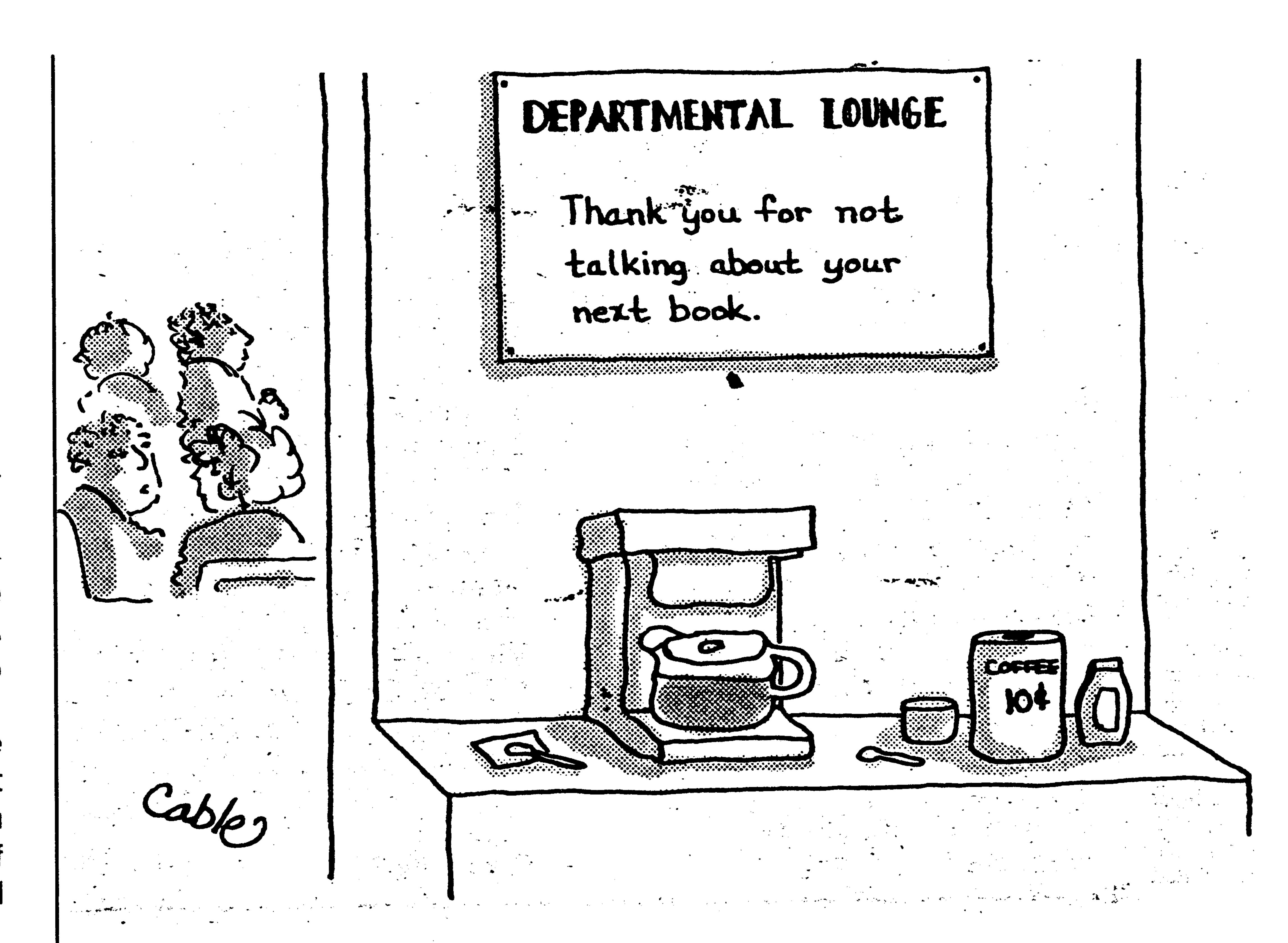
wonder if there is much future for the high quality production his book receives. Four color printing and the expense of proofing almost 600 pages and setting over 700 illustrations is certainly a monumental, and expensive, task. As a student (in the 1940's and 50's) I would have enjoyed buying and owning such a creation. It would still be in my library (as most of my college textbooks are). However, today's students (with rare exception) don't seem to have the same attitude toward books. While this is painful to those of us who grew up loving and cherishing our books, we have to realize that this is the paperback book era. I believe that if students were offered both cloth bound and paperback versions of textbooks, the paperbacks would be the overwhelming choice.

I realize the financial implications of selling paperback textbooks, if they are sold exclusively as textbooks and only in college bookstores. However, textbooks are just special cases of the "how to do it" books, such as computer books, one sees everywhere, paperbound, in book stores. Except for the absence of exercises, many of these books and manuals are, essentially, textbooks. They are, perhaps, written in a somewhat more sprightly style, but they are textbooks nonetheless. Many are written using desktop publishing software, so the production costs are reasonably low. They are given pleasing covers and sold in volume both in colleges and in bookstores everywhere. Thus, it is possible to sell these books at attractive prices.

I wonder if we are not missing a bet by not trying to move more in this direction. I suspect that some of the displeasure with textbook prices is the presence of seemingly comparable books at much lower prices. Curiously, many publishers of textbooks are also active in the paperback manual type of publishing. I wonder why they don't attempt to amalgamate the two fields? It's a puzzlement.

Bert Koopmans



BRIES

James Lictenberg has been named as vice president of the Association of American Publisher's higher education division. Lichtenberg had served as a special consultant to the AAP for several years.

General Cinema announced the name of Harcourt Brace Jovan-ovich, a subsidiary, was changed to Harcourt Brace & Co. effective January 25.

The Department of Education announced that minority student college enrollment in the fall of 1991 rose 9.1% from the previous year, to 20.6% of college population.

Paramount Communications announced in January Simon & Schuster would be renamed Paramount Publishing.

At HarperCollins, Rick Horgan replaced Ed Breslin as senior editor.

At EDUCOM, Robert C. Heterick, Jr. has been named president. He is vice-president emeritus of Virginia Tech and will succeed Kenneth M. King.

Friends and colleagues said goodby to Russell L. Reynolds at a memorial service held by National Association of College Stores in January. Mr. Reynolds devoted 35 years to the college store industry. He was also a good friend of TAA and was a featured speaker on the TAA national convention program in Las Vegas in June 1992.

On Jan. 18 Michael Needham was appointed president of McGraw-Hill college division. Needham, former senior vice president and general manager of South-Western college division, succeeds Carl Tyson, who joined Harcourt Brace Jovanovich's college division in July 1992.

U. S. Textbook exports increased 14.1% in 1992, according to statistics released in a U. S. Department of Commerce report.

Myer Kutz and Carol Gold, partners in Publishing Directions, Inc., speaking at a seminar recently, predicted that in a few years the fastest growing part of the college market would be coursepaks, with traditional textbooks the slowest.