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International Encyclopedia of Book Publishing

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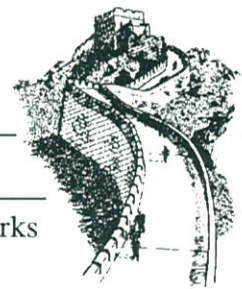
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And We Weren't There

by Nat Bodian (Publishing Consultant)



Two Volume *International Encyclopedia of Book Publishing* in the Works

Garland Publishing, Inc., of New York City has committed itself to the publication of a two-volume *International Encyclopedia of Book Publishing* due probably early in 1994.

The work is said to focus on all aspects of book publishing in an international perspective. It will contain 70 original analytical essays dealing with the key issues relating to book publishing. It is said by the publisher to differ from many other reference books by providing substantive essays rather than short entries, permitting analysis and discussion of important topics.

Essays concerning such topics as trends in copyright, the nature and impact of new technologies, changing patterns in readership, scholarly and scientific publishing, developments in textbook publishing, issues in publishing in the Third World, the changing economics of book publishing, marketing approaches to the scientific, technical and medical book markets, and a variety of others will constitute the heart of this forthcoming two volume work.

The editors are Philip G. Altbach and Edith S. Hoshino. Editor Altbach is professor of education and adjunct

professor in the School of Information and Libraries Studies, State University of New York at Buffalo. Editor Hoshino is an experienced journal editor, author of *Women In America*, and editor of several books.

Among the early confirmed U. S. contributors of *Encyclopedia* entries are R. Bruce Rich, Peter B. Kaufman, Beth Luey, John Tebbel, Patricia Glass Schuman, John Dessauer, Czeslaw Jan Grycz, Irving Louis Horowitz and Mary Curtis, Bill Henderson, Gretchen Whitney, Naomi Silverman, Philip Altbach, and Nat G. Bodian. ☞

John F. Rider

by Nat Bodian (Publishing Consultant)

John F. Rider is recognized as the father of electronics publishing in America. When John Rider hired me away from Baker & Taylor in October 1960, to assume responsibility for advertising and promotion, the Rider Publishing Company had a list of some 250-300 titles, mainly in electricity, electronics, computer science, and ham radio operation.

Most had been published in paper covers and were priced very cheaply—for the most part from \$1.95 to \$4.95. Rider books were among the first “trade paperbacks.”

Rider books in many of the areas he covered—particularly in the early years of computer science—were basic works, sought after and used not only by students, technicians and early practitioners, but also as primary texts at technical institutes and for hundreds of in-house training programs at such companies as AT&T and IBM.

One perennial Rider best-seller was a thin little hardcover *Design of Transistorized Circuits for Digital*

Computers, by an RCA engineer, Abe Pressman. It was the computer age’s first book ever on printed circuits.

Virtually every engineering student entering the field had a personal copy of “Pressman” and considered it his “bible.” I recall Rider telling me “with pardonable pride” how he’d personally discovered Pressman.

Many years later I learned another side to Rider’s discovery of Pressman. At an AAP conference, Eugene Falken related to me how author Pressman had originally gone to McGraw-Hill, then on 42nd Street in Manhattan. He’d talked with a technical acquisitions editor there and when asked what he thought the sales potential of his book would be, he told the McGraw editor “about 2-3,000” copies.

The editor Pressman had talked to was Falken and Falken said he recalled telling Pressman that he ought to take it down to Rider Publishing on 14th Street; “They’ll take anything.”

John Rider had entered electronics

publishing during the infancy of radio in the early 1930’s. All radio set circuits were hand-wired at that time.

Rider’s earliest effort at publishing consisted of buying one of each make and model radio, dismantling it and drawing the circuit, and then reprinting the circuit on a printed sheet which he sold to radio owners, enabling them to repair their own radios. He then assembled sheets covering all makes and models for a single year and bound them into books, which he sold to libraries as reference books. ☞

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