

Recent Publications

Eisenstein, Elizabeth L. <i>The Printing Press as an Agent of Change: Communications and Cultural Transformations in Early-Modern Europe</i> , reviewed by Howard W. Winger	356
Irvine, Betty J. <i>Slide Libraries: A Guide for Academic Institutions, Museums, and Special Collections</i> , 2d ed., reviewed by Cathleen Flanagan	358
Marulli, Luciana. <i>Documentation of the United Nations System: Co-ordination in Its Bibliographic Control</i> , reviewed by Carolyn W. Kohler	359
<i>Recurring Library Issues: A Reader</i> , reviewed by Jeanne Osborn	360
Ehresmann, Donald L. <i>Fine Arts: A Bibliographic Guide to Basic Works, Histories, and Handbooks</i> , 2d ed., reviewed by Lamia Doumato	361
Lutz, Cora E. <i>The Oldest Library Motto, and Other Library Essays</i> , reviewed by Gertrude Reed	362
"Knowledge, How It Gets Around, What Happens to It in the Process," reviewed by Joe W. Kraus	363
Davis, Charles H., and Rush, James E. <i>Guide to Information Science</i> , reviewed by Audrey N. Grosch	365
Brown, Eleanor Frances. <i>Cutting Library Costs: Increasing Productivity and Raising Revenues</i> , reviewed by J. Wayne Baker	365
DeHart, Florence E. <i>The Librarian's Psychological Commitments: Human Relations in Librarianship</i> , reviewed by Sheila Creth	366
Bloss, Meredith. <i>Conversations on Libraries</i> , reviewed by Jovian P. Lang	367
Bahr, Alice Harrison. <i>Video in Libraries: A Status Report, 1979-80</i> , reviewed by William A. McIntyre	368
Matthews, Joseph R. "The Four Online Bibliographic Utilities," reviewed by Richard W. Meyer	369
Jacobs, Mary Ellen; Woods, Richard; and Yarborough, Judith. <i>Online Resource Sharing II</i> , reviewed by Richard W. Meyer	369
New, Peter G. <i>Book Production</i> , reviewed by Budd L. Gambee	371
<i>Developing Library Effectiveness for the Next Decade</i> , reviewed by Rosemary Ruhig Du Mont	371
Boss, Richard W. <i>The Library Manager's Guide to Automation</i> , reviewed by Eleanor Montague	372
<i>The Nature and Future of the Catalog</i> , reviewed by Lucy T. Heckman	374
Malinconico, S. Michael, and Fasana, Paul J. <i>The Future of the Catalog</i> , reviewed by Lucy T. Heckman	374
Saffady, William. "The Economics of Online Bibliographic Searching: Costs and Cost Justifications," reviewed by Peter G. Watson	376
Morrow, Carolyn Clark, and Schoenly, Steven B. <i>A Conservation Bibliography for Librarians, Archivists, and Administrators</i> , reviewed by Susan G. Swartzburg	377
Cammack, Floyd M.; DeCosin, Marri; and Roberts, Norman. <i>Community College Library Instruction</i> , reviewed by Leonard Grundt	378
Hoffmann, Frank W. <i>The Development of Library Collections of Sound Recordings</i> , reviewed by Gordon Stevenson	379
Music Library Association. Subcommittee on Basic Music Collection. <i>A Basic Music Library: Essential Scores and Books</i> , reviewed by Guy A. Marco	379
Redfern, Brian. <i>Organising Music in Libraries</i> , 2d ed., reviewed by Guy A. Marco ..	379
Conroy, Barbara. <i>Library Staff Development Profile Pages: A Guide and Workbook for Library Self Assessment and Planning</i> , reviewed by Leslie W. Sheridan	381
<i>Videotext: The Coming Revolution in Home/Office Information Retrieval</i> , reviewed by David B. Walch	381
Woodbury, Marda. <i>Selecting Materials for Instruction: Issues and Policies</i> , reviewed by George Charles Newman	382
Robinson, A. M. Lewin. <i>Systematic Bibliography: A Practical Guide to the Work of Compilation</i> , 4th ed., reviewed by Douglas Birdsall	383

Warren, G. Garry. <i>The Handicapped Librarian: A Study in Barriers</i> , reviewed by Sara D. Knapp	383
Hunter, Eric J., and Bakewell, K.G.B. <i>Cataloguing</i> , reviewed by Paul Schuchman ..	384
<i>Women's History Sources: A Guide to Archives and Manuscript Collections in the United States</i> , reviewed by Janet L. Ashley	385
Radke, Barbara, and Berger, Mike. <i>Analysis of the 1977 University of California Union List of Serials</i> , reviewed by Neal L. Edgar	386
Gabriel, Michael R., and Ladd, Dorothy P. <i>The Microform Revolution in Libraries</i> , reviewed by Helen R. Citron	387
Malthy, Arthur, and Gill, Lindy. <i>The Case for Bliss: Modern Classification Practice and Principles in the Context of the Bibliographic Classification</i> , reviewed by Elaine Svenonius	387
Whitehall, T. <i>Personal Current Awareness Service: A Handbook of Techniques for Manual SDI</i> , reviewed by Priya Rai	389
Grogan, Denis. <i>Practical Reference Work</i> , reviewed by James F. Parks	389
<i>The Future of the National Library of Canada</i> , reviewed by Dorothy F. Thomson ...	390
Manheimer, Martha L. <i>OCLC: An Introduction to Searching and Input</i> , reviewed by Mary C. Hall	391
Abstracts	392
Other Publications of Interest to Academic Librarians	395

BOOK REVIEWS

Eisenstein, Elizabeth L. *The Printing Press as an Agent of Change: Communications and Cultural Transformations in Early-Modern Europe*. Cambridge: Cambridge Univ. Pr., 1979. 2v. \$49.50. LC 77-91083. ISBN 0-521-22044-0 (set of 2 vols.).

This work is the product of fifteen years of thought and research and came eleven years after the author first published a long periodical article outlining her subject. Its major thesis is that the move of the reproduction of written materials from the copyist's desk to the printer's workshop revolutionized all forms of learning, both special and popular. "Revolution" is a key word in this proposition. The author argues that the huge increase in the number of books and the improved accessibility to them brought about by the spread of printing in fifteenth-century Europe promoted changes in public knowledge that were more than evolutionary. Contrasting the state of learning before print and after print, she focuses on the printing press and its organization for the production and distribution of books as an effective agent for change.

Although the bibliography of the history of printing is lengthy indeed, few authors have attempted to synthesize the intellectual impact of the advent of printing technology. Marshall McLuhan addressed the

question in *The Gutenberg Galaxy: The Making of Typographic Man* (Toronto: Univ. of Toronto Pr., 1962), but, as Eisenstein charges, McLuhan "shirked the task of organizing his material coherently" (p.41). In contrast she is mindful of chronology and logic and is critical of her sources.

Such a work of historical synthesis necessarily draws from previously published histories. Among printing historians, Eisenstein favors Rudolf Hirsch, Lucien Febvre and H.-J. Martin, and S. H. Steinberg for their useful syntheses of the book trade. Other printing historians are cited for special cases, and the author demonstrates good control of the facts of printing history that interest her. Printing as a graphic art is not in her scope of inquiry. While she is interested in comparing uses and popularity of gothic and roman type, she is not concerned with the refinements of type design; and she is interested in book illustration primarily as it contributes to substantive content. In keeping with her subject, intellectual histories and histories of scholarship predominate in the "Bibliographical Index" (p.709-67), a valuable alphabetical-by-author list of references indexed for pages where they are cited.

Emphasizing the literate populace and specialized learning, the author argues that changes in the public image of the world wrought by the printing press began among scholars. Books in far greater numbers were

available to them than before. Ensuing editions set forth in chronological array the state of current knowledge and in so doing contributed to new. Formats were organized and texts were standardized. Scholars often transferred their critical and creative labors to the printers' workshop, mingling with artisans and entrepreneurs who caught a whiff of scholarship (or at least the scholarly market).

Classical scholarship, the scriptural tradition, and science receive detailed attention in this work, with an analysis of political movements promised for later publication. Some of the argument is taken up with the question of periodization, implicit in the thesis of revolutionary change. The analyses cannot be presented, much less criticized, in detail here, but an example from her treatment of the scriptural tradition will illustrate her approach. She argues that the scriptural tradition had already been recast in consequence of the printing of Latin, vernacular, and polyglot Bibles before the Reformation put massive editions of vernacular Bibles in the hands of the laity. As

print spread the tradition to a popular audience, it sometimes acquired anti-intellectual overtones and the extraneous policies of religious and political jurisdictions affected the cultural unity and discord of Europe.

The book is well written and impressive, without being oppressive, in its erudition. The author is skillful at assembling relevant sources, and she argues with them, sometimes tartly, when their interpretations conflict with her own. In the same tenor, because this book covers so much ground, it is bound to attract its own critics in many specialized parts. Her argument that the printing press introduced revolutionary rather than evolutionary change is an example. She makes a very convincing case for it, but one function of a historian is to find instances that may conflict with a generalization. Little really has been published about the manuscript *book trade* to which the printing trade is compared. Paul Saenger's article on Colard Mansion's commercial scriptorium (cited by Eisenstein on p.37) is an example of the search for conflicting instances. Such questioning over a period of

IF YOU'VE GOT A PROBLEM WE'RE JUST A (FREE) PHONE CALL AWAY!



SHELLEY HELLMANN



LINDA MARKET

Shelley and Linda are just two of Midwest Library Service's Personal Customer Service Representatives who are specially trained to solve any book ordering problem your library may encounter. Linda and Shelley are thoroughly knowledgeable in all facets of the library jobber business, and if you are ever in need of their services, you can reach them by using our TOLL-FREE WATS Line, 1-800-325-8833 (Missouri customers please call COLLECT: 0-314-739-3100) for help in solving any problem. Your Customer Service Representative will follow the problem through to a satisfactory conclusion—without delay. Remember, Linda and Shelley are "working" for you and your library. It's all part of Midwest Library Service's tradition of excellence.



"20 Years Of Service To College and University
Libraries"

MIDWEST LIBRARY SERVICE
11443 St. Charles Rock Road
BRIDGETON, Mo. 63044

time will enhance our understanding of the subject.

The Printing Press as an Agent of Change deserves to be studied by all who are concerned with the efficacy of print. It is a thoughtful and sophisticated approach to the kinds of effects that can be anticipated from communication and how they can be discerned. Laid in the social and intellectual structures that facilitated or resisted the progress of print, the text observes the unwinding of human knowledge in the course of years. This is consistent with the author's choice of the printing press as *an* agent of change instead of *the* agent of change in her title. More recent developments in communication could benefit from similar study.

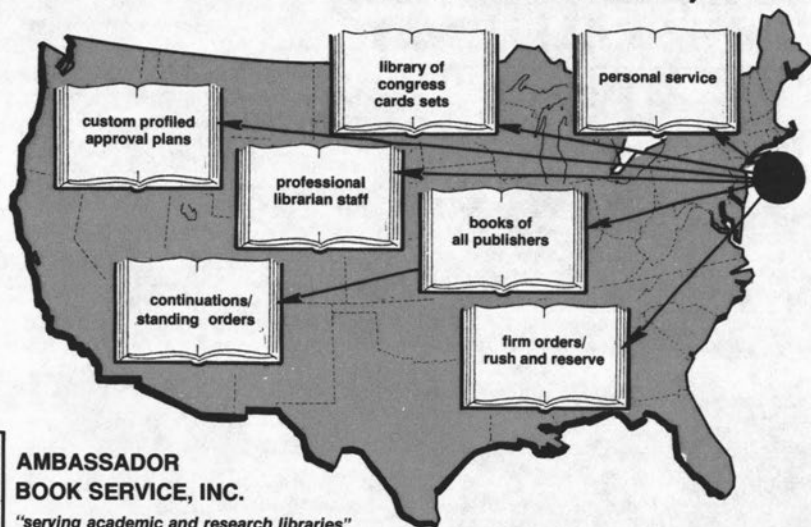
The development of the power press and other advanced mechanization contributed to the speed and volume of the production and dissemination of print in the nineteenth century that may have been proportionate to the increase of the hand press over manuscripts. The electronic revolution of our own time—the media, the computer, the vision of a paperless society—has re-

sulted from technological advances far more radical than the recombination of traditional materials and processes involved in the invention of printing and the power press. It has resulted not only in the manifold magnification of the speed and volume with which communications are reproduced and disseminated but also in new ways for the generation of data. One should not look for too close a parallel in the effects of these latter revolutions with the effects Eisenstein infers from the early progress of printing, but she has pointed a way in which effects might be studied without waiting several centuries.—Howard W. Winger, *University of Chicago, Chicago, Illinois.*

Irvine, Betty J. *Slide Libraries: A Guide for Academic Institutions, Museums, and Special Collections.* With the assistance of P. Eileen Fry. 2d. ed. Littleton, Colo: Libraries Unlimited, 1979. 321p. \$19.50 U.S. & Canada, \$23 elsewhere. LC 79-17354. ISBN 0-87287-202-5.

This new edition of a book, first published in 1974, follows exactly the same for-

AMBASSADOR BOOK SERVICE, INC.



**AMBASSADOR
BOOK SERVICE, INC.**

"serving academic and research libraries"

42 Chasner Street • Hempstead, NY 11550 Call us 516/489-4011 collect!