

American counterparts, and of such catalogs as *Schwann* and the *Gramophone Long Playing Classical Record Catalogue* can prove very enlightening to anyone concerned with the purchase of recordings.—*Kenyon C. Rosenberg, Associate Professor, School of Library Science, Kent State University, and Classical Recordings Editor, Previews Magazine.*

Dessauer, John P. ***Book Publishing: What It Is, What It Does.*** New York: Bowker, 1974. 231p. \$11.95. (74-12162). (ISBN 0-8352-0758-7).

Book publishing today is a complex activity, making use of diversified skills and expertise. It is now and always has been a curious blend of art and business, and the role of entrepreneur is one which publishers have assumed. John Dessauer has provided us with a broad survey of the subject, and he writes out of his experience as bookseller, book club executive, and member of a consulting firm serving publishers and the communications industry.

Dessauer defines the publishing process as including the following areas of responsibility: editorial, production, marketing, fulfillment, administration. In no sense are these topics dealt with equitably in his book. The editorial aspect of publishing is touched upon very lightly, and the real emphasis is on the processes of manufacturing and selling a commodity, which in this case happens to be books. This emphasis may be offensive to those who are preoccupied with the literary and cosmetic aspects of books and have little interest in the marketplace. On the other hand, it is well known that publishing houses have foundered and died because of ineffectual business practices.

It is not easy to deal effectively with the processes of typesetting, printing, and binding in a few pages; but in the chapter "How Books Are Manufactured" the author has handled the subject with clarity and skill, providing the layman with a good introduction to the subject. The chapter on "How Books Are Marketed" describes the complex and often cumbersome methods by which books are distributed to readers in the United States, and should be of particular interest to acquisitions librarians. He

cites three major problems of the book industry: "the need to curtail overproduction, the need for greater standardization in manufacturing, and the need for an effective distribution system." He also reminds us that publishing is in sore need of ongoing research into the desires and needs of the consumers of its product.

Dessauer writes in a straightforward, no-nonsense manner; there is a total absence of footnotes. A "Bibliographic Note" lists eleven well-known books on publishing and related subjects. The book is well indexed, and there is a useful glossary of terms used in publishing and book manufacturing.—*Dorothy Ethlyn Cole, Associate Professor, School of Library and Information Science, State University of New York at Albany.*

Benewick, Anne J. ***Asian and African Collections in British Libraries: Problems and Prospects.*** (Librarianship and Information Studies) Stevenage, Herts., England: Peter Peregrinus Ltd., 1974. (Distributed in the U.S. and Canada by International Scholarly Book Services, P.O. Box 4347, Portland, OR 97208). 139p. \$17.00.

This book is the revised version of the author's M.A. thesis for the Postgraduate School of Librarianship and Information Science, Sheffield University, England. It is a "history of developments in the organization of British Asian and African collections" and an attempt "to describe in detail many of the problems peculiar to area collections and their impact on British libraries." The former is presented in a straightforward fashion giving much useful information on the historical background of these collections and their achievements, especially in the years following the widely acclaimed Scarbrough Report of 1947 and the Hayter Report of 1961—two national surveys which greatly contributed to the subsequent development of area studies and area libraries in Great Britain. The latter is discussed under headings such as regional library groups, acquisitions problems and techniques, the role of the area specialist, etc.

In addition to being the most up-to-date, informative, and candid account of the subject in hand, this reviewer finds Ms. Bene-