

Book Reviews

Recycling Ideas

Horowitz, Irving Louis. *Communicating Ideas: The Politics of Scholarly Publishing*. 2d exp. ed. New Brunswick, N.J.: Transaction Publishers, 1991. 311p. \$19.95 (ISBN 0-88738-898-1). LC 91-647.

Communicating Ideas is the "second expanded edition," released in paperback by Transaction Publishers, of a book first issued by Oxford University Press in 1986 under the alternate subtitle *The Crisis of Publishing in a Post-Industrial Society*. Although the subject, scholarly communication, is of interest to academic librarians, the way in which the book has been assembled exemplifies some of the more troublesome aspects of academic publishing today. The 1986 volume is poorly written, carelessly edited, and of questionable scholarship, yet it was produced by an established and prolific author, working in concert with a reputable scholarly publisher. Now, five years later, a second edition is published that not only leaves the basic errors of the first uncorrected, but also compounds them. Moreover, because Horowitz is not forthright or accurate about the origins of his essays, librarians are misled into thinking that much of the material is new, when a lot of it is quite dated.

Irving Louis Horowitz, the Hannah Arendt Professor of Political Science and Sociology at Rutgers University, is the author of numerous articles, reviews, and books on socioeconomic development, public policy, political sociology, and the sociology of knowledge. Identifying himself as "essentially an essayist rather than a writer of lengthy tomes,"¹ Horowitz has published a number of an-

thologies of his writings. Oxford University Press is scheduled to publish his next book, tentatively titled *The Decomposition of Sociology*, in 1993.²

Horowitz also enjoys considerable influence in the field of scholarly publishing. He is the president of Transaction Publishers, a social science press that publishes over one hundred titles a year and includes almost fifty periodical and serial titles in its consortium. His spouse, Mary E. Curtis, serves as publisher and senior vice-president of Transaction and has coauthored several influential essays with him. Horowitz is editor-in-chief of and a frequent contributor to *Society*, Transaction's flagship journal, which enjoys a circulation of 10,000 and prides itself on reaching out beyond the academy to decision makers and the informed public by presenting social science research findings in a "readable and useful manner."³ Horowitz also serves on the editorial board of and contributes articles to several other Transaction journals, including *Publishing Research Quarterly* and *Academic Questions*. Given the breadth of Horowitz's experience, it should come as no surprise that he is an active speaker on the conference circuit, appearing before such audiences as the Modern Language Association, the Society for Scholarly Publishing, and the National Information Standards Organization.

Communicating Ideas is a compilation of Horowitz's papers and speeches about scholarly communication.⁴ The book consists of twenty-four chapters, eight of which are "new" to the second edition. Horowitz considers how technology has

transformed scholarly publishing, including its impact on copyright legislation. He is concerned about the interplay between the consumer's right to information ("fair use") versus the author's and publisher's proprietary right to economic recognition for their product ("fair return"). He also describes the major categories of publishing (trade, textbook, and professional) as well as some of the characteristics of scholarly publishing, in general, and social science publishing, in particular. He comments on the "gatekeeping functions" of academic publishers and outlines the safeguards in place "to reduce the probability of issuing fraudulent or plagiarized materials."⁵ Other chapters, particularly those added to the second edition, are narrow in focus and thin in content, and will, therefore, interest only a limited audience. They address issues such as the growth of specialist journals, publishing about philanthropy, the role of the *Festschrift*, and the proliferation of publishing prizes. The book closes with a startling essay about Horowitz's early publishing venture, Paine-Whitman Publishers.

Horowitz's approach to the material is at times theoretical and philosophical, and at others, particularly in the second edition, pragmatic and "nuts-and-bolts" in orientation. Because of the diversity of subjects and variation in approach, the book lacks internal coherence and does not progressively develop a thesis about scholarly communication. Moreover, serious problems arise when one attempts to reconcile Horowitz's ideas about scholarly communication with his practice, and as a result, some of his opinions seem disingenuous.

In *Communicating Ideas*, Horowitz promotes the "calibrating-effect" of social science research findings through "mediating publications."⁶ According to his ideal, social science research, originally conveyed in a scholarly form to a relatively elite audience, would reach an ever-widening circle in society as it is retransmitted via different media. Horowitz favors a "fluid notion of social science delivery systems" so that various

media can be exploited. He explains: "What first appears as a magazine article may filter into the network of social science users differentially. For example, the same article may be delivered in preliminary form to a professional society, then published as a scholarly essay, then be transformed into a popular magazine, finally to be made part of an anthology."⁷ This pattern describes the progression of much of Horowitz's own work, including *Communicating Ideas*, and he is quick to point out the positive aspects of this "calibrating-effect." His philosophy is essentially linked to democratic principles that aim to disperse information, and beneficial social research findings in particular, as widely as possible. Arguing that new technologies add value to traditional forms of scholarly publishing rather than replace them, Horowitz refers to a "multi-tiered system" in which various formats (ranging from books to interactive video) coexist. He points with considerable pride to an article on the Philadelphia prison system that appeared in *Society* and subsequently formed the basis for a CBS-TV report watched "by approximately 25 million people."⁸ As a result of this exposure, a number of prison reforms were instituted. Although Horowitz acknowledges that this level of impact is rare, it is, nonetheless, the goal to which he and *Society* aspire.

Horowitz, however, seems oblivious to some of the disadvantages of "calibration." Much of his work makes more sense in its original form than it does republished in *Communicating Ideas*. For example, chapter 1, which has the opaque title, "Valuational Presuppositions of the New Technology," was more persuasive in its original form, namely, as three distinct book reviews, than it is in *Communicating Ideas*, where these reviews are pasted together with a few interpolated paragraphs. Likewise, chapter 13, "Gatekeeping Functions and Publishing Truths," is more compelling when read in its original context, with Horowitz and Curtis as a pair of respondents to a symposium essay by Richard Kluger, "On Truth in Publishing: The

Cost of Integrity," that appeared in *The Nation* in 1978. Chapter 16, "Experts, Audiences, and Publics," in which Horowitz articulates his notion of "calibration," is much more interesting as a 1974 report, "Mediating Journals: Reaching Out to a Public beyond the Scientific Community," where readers can benefit from the full give-and-take among symposium participants, than it is in *Communicating Ideas* where Horowitz simply strings together his remarks, as if they were a continuous train of thought, with no indication that he has deleted the intervening dialogue. In Horowitz's case, the "fluid delivery system" rapidly becomes—to the unsuspecting librarian—a flood of virtually identical copies of his work located in different publications. As more and more academic librarians become mindful of the costs exacted by duplication within their collections, they may be distressed to discover that because of Horowitz's practice of republishing without informing them, or of changing titles without changing content, their institutions have naively purchased five barely distinguishable versions of the second chapter of *Communicating Ideas*, "New Technologies, Scientific Information, and Democratic Choice."⁹

Although Horowitz identifies ten previously published chapters, according to my estimation another ten acknowledgments are missing entirely. In other words, at least twenty of the twenty-four chapters appear in print elsewhere, as outlined in the accompanying table. Republishing and repackaging material in new forms has become an accepted practice in academic publishing and has long been part of Horowitz's repertoire, but with it comes the obligation of forthright documentation. This is not only a matter of professional courtesy and consumer respect but also of copyright compliance. In making decisions about whether or not to add a book to their collections, librarians rely on authors and publishers to inform them honestly about its prior publication history.

Horowitz's penchant for unacknowledged republishing leaves him open to the criticism of "self-plagiarism." In a

recent contribution to the electronic discussion group, *HUMANIST: Humanities Computing*, Irving Hexham distinguishes self-plagiarism from the legitimate recycling of a scholar's work in the following way: "Self-plagiarism occurs when no indication is given that the work is being recycled and where a clear effort has been made, through changing the paragraph breaks, capitalization, and the substitution of English with foreign terms, to cause the reader to believe they are reading something completely new."¹⁰ Hexham also distinguishes between academic and other types of writing, arguing that "if a book contains academic footnotes, is written in academic style, and is presented as a work of scholarship then it must be judged as such and measured against the accepted rules for citation . . ."¹¹ It seems fair to expect *Communicating Ideas* to meet minimal academic standards.

Horowitz confuses not only where he has previously published his material, but also where the ideas originated. In *Communicating Ideas*, his pattern of inaccuracy seems to run well beyond inadvertent carelessness. Horowitz is very casual about accurately attributing coauthorship of certain chapters to his wife, Mary E. Curtis. He neglects to mention her contribution to the original article on which chapter 3, "Technological Impacts on Scholarly Publishing," is based, despite the fact that the earlier version appeared under both their names three separate times. In the case of chapter 8, "Scholarly Communication and Academic Publishing," Horowitz tells us that he "jointly authored" the original article with Curtis, when in fact it was first issued under her name alone. These seem clear-cut examples of expropriation, but since Curtis was "instrumental" in bringing *Communicating Ideas* to "fruit," she evidently has no objection to this misrepresentation of her work.¹²

In addition to reprinting material without acknowledgment, Horowitz alleges that previously published material has been "substantially rewritten, revised and expanded."¹³ This claim proves false. A comparison of original

journal articles and chapters in *Communicating Ideas* reveals that Horowitz has typically "rewritten" chapters by eliminating any clue that they have been published before; "revised" them by haphazardly or speciously updating figures, merging paragraphs, or interchanging synonyms; and "expanded" them by tacking on a couple of introductory paragraphs and a paragraph at the end.

Chapter 15, "Social Science as Scholarly Communication," serves as an example of Horowitz's procedure. Although there is no indication that this chapter has been previously published, it appeared under the title "Marketing Social Science" in 1979 in *Society*. The version in *Communicating Ideas* has two new introductory paragraphs. Most of the other changes either camouflage the article's origin, ("in the previous section" becomes "earlier in this chapter"), or make the data seem current when it appears not to have been updated. Despite a discussion of "several recent trends," a glance at the footnotes reveals that most of the information dates from the mid- to late-1970s. In the original *Society* article Horowitz states, without a footnote, that "overall library sales are expected to drop 28 percent between 1974 and 1981."¹⁴ In *Communicating Ideas*, Horowitz revises the statement to read, "overall library sales dropped 28 percent between 1974 and 1981."¹⁵ In support of this statement, he footnotes John Dessauer's *Library Acquisitions: A Look into the Future*—published in 1976!¹⁶ The attentive reader can only wonder if Dessauer's predictions proved perfectly accurate or if Horowitz is merely "confirming" them ten years later by editorial fiat. He then uses these data to buttress his argument that impoverished libraries rely increasingly on networks to obtain copies of needed material, rather than purchasing a journal outright. Again, Horowitz uses the same statements in both articles, but without footnotes in the *Society* version. In *Communicating Ideas* he notes: "For the entire state of Ohio, only one copy of a periodical is needed. Within twenty-four hours, any article can be rotated to 258 participating libraries." He concludes:

"This means that of 258 potential subscriber units 257 do not require a subscription."¹⁷ In my own perusal of Susan K. Martin's *Library Networks, 1976-1977*, which Horowitz cites in *Communicating Ideas* as the source for his statistics, I was unable to locate any such data, although my search was impeded by Horowitz's habitual citation to the entire work rather than to specific pages.¹⁸

When he "rewrites," Horowitz demonstrates the pitfalls of sloppy editorial practices. In a discussion about "intellectual property," he drops an entire paragraph from his direct quotation of Dorothy Nelkin without indicating the deletion and then continues to make use of her exact words after he has closed the quotation and provided the footnote. Nelkin's original text (minus the dropped paragraph) appears below, followed by the misappropriation of her words in Horowitz's earlier work, and the cosmetically revised version that appears in *Communicating Ideas*. (Changes from the original text are highlighted in bold print.)

Original text: "Intellectual Property: The Control of Scientific Information," by Dorothy Nelkin, *Science* 216:708 (May 14, 1982): "The ambivalence so apparent in the disputes over the control of research suggests that there have been significant changes in the social role of science and in the importance of research. Indeed, these disputes are part of a larger struggle to renegotiate relations between science and the public that were established at a time when science was a very different social enterprise."

Horowitz's text from *Information Age* 5:72 (Apr. 1983): "The ambivalence so apparent in the disputes over the control of research suggests that there have been significant changes in the social role of science and in the importance of research." (Nelkin)

These disputes are part of a larger struggle to renegotiate relationships between science and the public that were established at a time when science was a very different social enterprise.

Horowitz's text from *Communicating Ideas* (2d ed.), p. 26: "The am-

bivalence so apparent in the disputes over the control of research suggests that there have been significant changes in the social role of science and in the importance of research." (Nelkin)

These disputes are part of a larger struggle to renegotiate relations between scientist and citizen that were established at a time when science was a very different, more confined, social enterprise.

The contradictions between Horowitz's subject matter and his methods undermine his authority and make it extremely difficult to ascertain where his ideas end and someone else's begin. Paradoxically, copyright regulation, specifically the protection of intellectual property rights through enforcement of the "fair return" concept, is a subject on which Horowitz is considered an authority. For example, Horowitz is cited in the May 1992 editorial of *College & Research Libraries* for his views on copyright.¹⁹ He devotes four chapters in *Communicating Ideas* primarily to the discussion of copyright issues, including "The Reproduction of Knowledge and Maintenance of Property." It is a considerable irony that Horowitz gives no acknowledgment of prior publication for this chapter despite the fact that it formed the basis of a presentation at a public hearing before the Copyright Office at the Library of Congress in 1981, was adapted to an article in *Scholarly Publishing*, "Corporate Ghosts in the Photocopying Machine," and reprinted by permission of the author and publisher (copyright 1981 by the University of Toronto Press) in *Library Lit. 12 - The Best of 1981*. The article was then expanded for presentation at a 1986 conference at the Center for Book Research, before its publication in *Book Research Quarterly* under the title, "The Protection and Dissemination of Intellectual Property." This latter article acknowledges that Horowitz "is the author of *Communicating Ideas*, to be published in September 1986 by Oxford University Press." It does not state, however, that this article will appear as a chapter in the book.

While cavalier in his own practice of disclosing copyright, Horowitz argues that the 1976 copyright legislation al-

lows for too generous an interpretation of the "fair use" doctrine, and he is especially critical of academic librarians who have been its champions. He contends that technology has made it increasingly possible to violate copyright by permitting extensive photo duplication without adequate reimbursement to the author or publisher. Horowitz proposes that advanced technology could also be used to remedy these infractions through the installation of monitoring and reporting mechanisms. If authors and publishers are not compensated for their products, Horowitz believes, the wellsprings of creativity will dry up, and scholarly publishing will decline.

Our enthusiasm for Horowitz's proposals might diminish, were we to conclude that he has been overly concerned with the privileges of copyright, while neglecting its responsibilities. Because of the confluence of publication dates, he has certainly set himself a difficult task in obtaining copyright clearances. For example, chapter 2, which is not acknowledged as previously published, bears a copyright by Butterworth & Co. for the article in *Information Age* in April 1983; a copyright by *Virginia Quarterly Review*, The University of Virginia, for the article published in Autumn 1983; and a copyright by Elsevier Science for the article in *Representation and Exchange of Knowledge* published in 1984. Horowitz then retains copyright in 1986 for its appearance (and all other material) in the first edition of *Communicating Ideas*, while Transaction holds the copyright for all new material in the second edition.

Horowitz argues against more controls in the scholarly publishing industry to prevent deceptive work. He believes that "the best safeguard against fraud is a free and untrammelled publishing network. Fail-safe systems urged by those who would make the publisher a Guardian of Truth represent a cure far worse than the disease."²⁰ If authors, editors, and publishers let us down, we can rely on the review process. According to Horowitz, "it should be remembered that one of the chief functions of making a work public is exactly to separate sense

from nonsense."²¹ Yet Horowitz's own work has slipped through this safety net. The first edition of *Communicating Ideas* emerged from the review process relatively unscathed. One reviewer commented that "the book is more a collection of individual essays than a comprehensive statement" (Altbach); another referred to "several wordy chapters" (*Virginia Quarterly Review*); a third noted the irony that a book on scholarly publishing was "riddled with typos" (Boyer); and a fourth observed that "some of it is the heavy-footed dance around the obvious" (Garrett). Each of these criticisms, however, was counterbalanced by acclamations of a "stimulating book" (Altbach) with "provocative observations" (Boyer), and an "informed and intelligent volume" (Gusfield).²²

In the reviewer's opinion, were Horowitz not a major presence in the field, enjoying considerable influence, we might dismiss this book as an ill-conceived and poorly managed project. But because he is such a powerful figure—professor, writer, editor, reviewer, and publisher—what he says carries a great deal of weight. One is almost tempted to see his book as an elaborate hoax—a kind of intellectual game in which Horowitz deliberately contradicts his own tenets. However, it is not Horowitz

alone who is remiss, but also the publishers and a legion of forgiving reviewers. Horowitz exhorts readers to rely on the established safeguards of author reputation, editor scrutiny, publisher validation, and reviewer legitimization to discourage, if not prohibit, marginal products—and indeed we do. However, when these "controls" prove inadequate, where do we turn? For academic librarians, our collection budgets, if not integrity, hang in the balance. If the need for the first edition of *Communicating Ideas* was uncertain, then the second edition is even more problematic. Should we choose to ignore the many questions raised by this book, perhaps in 1996 we will deserve to add a third expanded edition to our collections: *Communicating Ideas: The Ethics of Scholarly Publishing in the Twenty-First Century*.—Martha L. Brogan, Yale University, New Haven, Connecticut.

I gratefully acknowledge the assistance of the following people in either tracking down material for this review or discussing their opinions with me: Christine Boyland, James Brogan, Irving Hexham, John Kaiser, Jeffry Larson, Susanne Roberts, Cesar Rodriguez, Patricia Sabosik, Edward Shreeves, Meneca Turconi, and the good offices of Yale University Library Interlibrary Loan.

TABLE OF SOURCES

	Cited Source	Published Source Identified	Revision
<p>Chapter 1: "Valuational Presuppositions of the New Technology"</p>	<p><i>Information Age</i></p>	<p>This chapter is an expanded combination of the following three book reviews: <i>Computer Power and Human Reason: From Judgment to Calculation.</i> By J. Weizenbaum. London: Penguin Books, 1984, 300 p. Appeared in <i>Information Age</i> 6:186-87 (July 1984). <i>The Right to Communicate: A New Human Right.</i> Ed. by Desmond Fisher and L.S. Harms. Dublin: Boole Pr., 1983, 229 p. Appeared in <i>Information Age</i> 6:249 (Oct. 1984). <i>From Gutenberg to Telidon: A White Paper on Copyright, Proposals for the Revision of the Canadian Copyright Act.</i> By Judy Evola and Francis Fox, Consumer and Corporate Affairs Canada and Department of Communications, Government of Canada, 1984, 117 p. Appeared in <i>Information Age</i> 6:249-50 (Oct. 1984). Unrevised version of chapter 1, which is not acknowledged, appeared as: Horowitz, Irving Louis. "Knowledge and Its Values." In <i>Persuasions and Prejudices: An Information Compendium of Modern Social Science 1953-1988.</i> (New Brunswick, N.J.: Transaction Publishers, 1989), p.620-30.</p>	<p>Review slightly expanded; footnotes inserted. Review unrevised; footnotes inserted. Review unrevised; footnotes inserted.</p>
<p>Chapter 2: "New Technologies, Scientific Information, and Democratic Choice"</p>	<p>None</p>	<p>"New Technology, Scientific Information and Democratic Choices." <i>Information Age</i> 5:67-73 (Apr. 1983). "Printed Words, Computers, and Democratic Societies." <i>Virginia Quarterly Review</i> 59:620-36 (Autumn 1983). "New Technology, Scientific Information, and Choices for Democratic Societies." In <i>Representation and Exchange of Knowledge as a Basis of Information Processes, Proceedings of the Fifth International Research Forum in Information Science (IRFIS 5), Heidelberg, F.R.G., Sept. 5-7, 1983,</i> organized by Deutsche Gesellschaft für Dokumentation e.V. (DGD), Sektion Informationswissenschaft in cooperation with Gesellschaft für Information und Dokumentation mbH (GID). Ed. Hans J. Dietschmann. (Amsterdam: North-Holland/Elsevier Science), 1984, p.397-415.</p>	<p>Unrevised. Expanded version with footnotes added to chapter. Expanded slightly; added footnotes.</p>
<p>Chapter 3: "Technological Impacts on Scholarly Publishing"</p>	<p><i>Journal of the American Society for Information Science</i></p>	<p>"The Impact of the New Information Technology on Scientific and Scholarly Publishing," coauthored with Mary E. Curtis. In <i>Information Technology: Impact on the Way of Life, A Selection of Papers from the EEC Conference on the Information Society Held in Dublin, Ireland, 18-20 November 1981, Organized by National Board for Science and Technology, Ireland and Commission of the European Communities, FAST Programme,</i> Ed. Liam Bannon, Ursula Barry and Olav Holst, (Dublin: National Board for Science & Technology/Tycooly International Publishing, Ltd., (1982), p.342-55. "The Impact of Technology on Scholarly Publishing," coauthored with Mary E. Curtis, <i>Scholarly Publishing</i> 13:211-28 (Apr. 1982). "The Impact of the New Technology on Scientific and Scholarly Publishing." Coauthored with Mary E. Curtis, <i>Journal of Information Science</i> 4:87-96 (May 1982). Prior publication in <i>Scholarly Publishing</i> acknowledged along with its origin as a conference paper.</p>	<p>Unrevised; footnotes revised cosmetically; Curtis dropped as co-author. Unrevised; Curtis dropped as coauthor. Unrevised; Curtis dropped as coauthor.</p>

TABLE OF SOURCES (Continued)

Cited Source	Published Source Identified	Revision	
Chapter 4: "The Political Economy of Database Technology"	<i>The Virginia Quarterly Review</i>	"The Political Economy of Database Technology." <i>Information and Behavior</i> 1:149-60 (1984). Ed. Brent D. Ruben. New Brunswick, N.J.: Transaction Publishers. Seminar paper from the "Book in the Electronic Age," Mar. 16 and 17, 1984, University of Scranton: "The Political Economy of Database Technology." <i>Book Research Quarterly</i> 1:68-80 (Spring 1985).	Unrevised. Unrevised.
Chapter 5: "Copyright Legislation and Its Consequences"	<i>Journal of the American Society for Information Science</i> with Mary E. Curtis	"Fair Use Versus Fair Return: Copyright Legislation and Its Consequences." Coauthored with Mary E. Curtis. <i>Journal of the American Society for Information Science</i> 35:67-74 (Mar. 1984).	Unrevised.
Chapter 6: "The Reproduction of Knowledge and the Maintenance of Property"	None	"Corporate Ghosts in the Photocopying Machine." <i>Scholarly Publishing</i> 12:299-304 (July 1981). Acknowledged as: Presentation to the Public Hearing of the Copyright Office, Library of Congress, held in New York City on Jan. 28, 1981. Expanded for "New Perspectives on Copyright." 1986 Conference, Center for Book Research. Published with footnotes added as: "The Protection and Dissemination of Intellectual Property." <i>Book Research Quarterly</i> 2:4-13 (Summer 1986).	Expanded. Unrevised.
Chapter 7: "From Computer Revolution to Intellectual Counter-Revolution"	<i>Scholarly Publishing</i>	None found.	
Chapter 8: "Scholarly Communication and Academic Publishing"	<i>Journal of Information Science</i> , with Mary E. Curtis	"The Informational Basis of Social Science Publishing." By Mary E. Curtis. <i>Society</i> 17:25-31 (Nov./Dec. 1979).	Expanded and cosmetically revised; footnotes added. Mary Curtis credited as co-author, when in fact she is the sole author.
Chapter 9: "Expropriating Ideas—the Politics of Global Publishing"	<i>Book Research Quarterly</i>	"Expropriating Ideas: The Politics of Global Publishing." <i>The Bookseller</i> (Aug. 2, 1986), p.528-32. Copyright 1986 by Horowitz. Acknowledged as: paper delivered to the International Group of Scientific, Technical and Medical Publishers' Conference on "The Future of STM"; the conference was held in May 1986 at Gleneagles.	Expanded.

Chapter 10: "Scientific Access and Political Constraint to Knowledge"	None	"Scientific Access and Political Constraint to Knowledge: Revisiting the Dilemma of Rights and Obligations." <i>Knowledge: Creation, Diffusion, Utilization</i> 7:397-405 (June 1986). Editor's Note: "This article was originally prepared as the opening presentation for the Research Access Conference held at the Smithsonian Institution in Washington, D.C., on November 18, 1985, and cosponsored by the Social Science Research Council and the Smithsonian Institution." "Revisiting the Dilemma of Rights and Obligations." <i>Society</i> 23:5-8 (July/Aug. 1986).	Unrevised. Unrevised.
Chapter 11: "From Means of Production to Modes of Communication"	<i>Knowledge: Creation, Diffusion, Utilization</i>	Appeared in Italian translation: "Dai mezzi di produzione ai modi di comunicazione: la trasformazione delle classi sociali in gruppi d'interesse." <i>Studi di Sociologia</i> 25:189-96 (Apr.-June 1987).	
Chapter 12: "Advertising Ideas and Marketing Products"	<i>The Bookseller</i>	"Advertising: Truth, Propaganda and Consequences." In <i>Proceedings of the Council of Better Business Bureaus on the Responsibilities of Advertisers to Society</i> . Washington, D.C.: Council of Better Business Bureaus, 1978, p.63-70. "Commercial Advertising as a Form of Knowledge: Ten Propositions in Search of a Theory." <i>Knowledge: Creation, Diffusion, Utilization</i> 2:19-26 (Sept. 1980).	Expanded. Expanded.
Chapter 13: "Gatekeeping Functions and Publishing Truths"	Coauthored with Mary E. Curtis; no journal title given	"On Truth in Publishing: The Cost of Integrity." Respondent with Mary E. Curtis. <i>The Nation</i> (June 3, 1978), p. 660-61.	Expanded.
Chapter 14: "The Social Structure of Scholarly Communication"	None	None found.	
Chapter 15: "Social Science as Scholarly Communication"	None	"Marketing Social Science." <i>Society</i> 17:12-19 (Nov./Dec. 1979).	Expanded; footnotes added.

TABLE OF SOURCES (Continued)

	Cited Source	Published Source Identified	Revision
Chapter 16: "Experts, Audiences, and Publics"	None	"Mediating Journals: Reaching Out to a Public Beyond the Scientific Community." <i>International Social Science Journal</i> 26:393-97 (1974), with discussion on p. 403-10. Appears alongside piece by Paul Barker with commentary by other symposium participants.	Expanded; footnotes added.
Chapter 17: "The Changing System of Author-Publisher Relations"	1987 Modern Language Association (MLA) speech	1986 MLA speech. Adapted to "New Technology and the Changing System of Author-Publisher Relations." <i>Editor's Notes</i> 6:10-13 (Spring 1987). "New Technology and the Changing System of Author-Publisher Relations." <i>New Literary History</i> 20:505-9 (Winter 1989). Acknowledged as paper presented at the 1986 Modern Language Association Convention.	Unrevised. Unrevised.
Chapter 18: "Specialist Journals in America: Romantic Highs and Fiscal Bottoms"	None	"Specialist Journals in America: Romantic Highs, Fiscal Bottoms and a Recipe for Survival." <i>Logos</i> 2:37-40 (1991).	Unrevised.
Chapter 19: "Publishing about Philanthropy"	Presentation for the Center on Philanthropy at Indiana University, March 1990	None found.	
Chapter 20: "The Place of the Festschrift in Scholarly Publishing"	<i>Scholarly Publishing</i>	"The Place of the Festschrift in Scholarly Publishing." <i>Scholarly Publishing</i> 21:77-83 (Jan. 1990).	Unrevised.

Chapter 21: "Publishing, Prizing, and Praising"	<i>Book Research Quarterly</i>	"Publishing and Prizing." <i>Book Research Quarterly</i> 3:18-21 (Winter 1987/88).	Unrevised.
Chapter 22: "The Forms of Democracy: the Place of Scientific Standards in Advanced Societies"	50th anniversary keynote address, National Information Standards Organization, Library of Congress, September 18, 1989	"The Forms of Democracy: The Place of Scientific Standards in Advanced Societies." <i>Information Standards Quarterly</i> 2:8-12 (Jan. 1990). Copyright 1990 by Horowitz.	Unrevised.
Chapter 23: "Toward a History of Social Science Publishing"	1990 MLA speech	"Toward a History of Social Science Publishing in the United States." <i>Publishing Research Quarterly</i> 7:59-67 (Summer 1991).	Unrevised.
Chapter 24: "Scholarly Publishing as the Word Made Flesh"	"Command performance" in honor of his wife, Mary E. Curtis, Oct., 1990	None found.	

REFERENCES AND NOTES

1. Irving Louis Horowitz, *Winners and Losers: Social and Political Polarities in America* (Durham, N.C.: Duke University Press, 1984), p.xiii.
2. In "The Decomposition of Sociology," *Academic Questions* 5:32-40 (Spring 1992). Horowitz acknowledges that this article will form part of the opening chapter of his forthcoming book.
3. Transaction Publishers, "Periodicals & Serials Catalogue 1992," p.26.
4. Thanking a host of sponsoring organizations, Horowitz acknowledges that "many (if not most) of these chapters [in *Communicating Ideas*] had their origin" in commissioned papers, addresses, and lectures. Horowitz, *Communicating Ideas*, p.xvii.
5. *Ibid.*, p.167.
6. *Ibid.*, p.202-3.
7. *Ibid.*, p.208.
8. *Ibid.*, p.202.
9. The appended table identifies the publishing chronology of each chapter to the extent that I have been able to untangle it. The first column indicates the title of the chapter in *Communicating Ideas*. The second column is Horowitz's acknowledgment of the chapter's previous incarnations. The third column gives the published sources I have identified. The fourth column identifies the variation between the article and chapter versions.
10. Irving Hexham, "On Plagiarism and Integrity in Scholarly Activity," *HUMANIST: Humanities Computing* 5:4 (Apr. 3, 1992). (Received electronically via HUMANIST @ BROWNVM.BITNET as contribution 5.0814).
11. *Ibid.*, p.5.
12. It is odd that Horowitz does not provide an accurate account of his prior publications, since a bibliography of his writings appeared in 1984: *Bibliography of the Writings of Irving Louis Horowitz, 1951-1984* (New Brunswick, N.J.: distributed by Transaction, privately printed). The bibliography has almost 500 distinct entries, not including those for the plentiful reprints and translations.
13. Horowitz, *Communicating Ideas*, p.xviii.
14. Horowitz, "Marketing Social Science," *Society* 17:16 (Nov./Dec. 1979).
15. Horowitz, *Communicating Ideas*, p.192.
16. Dessauer's actual statement reads: "Even more disappointingly, unit sales of domestically published books are expected to decline, from 125 million in 1974 to 90 million in 1981, a drop of nearly 28%." See John P. Ferré Dessauer, *Library Acquisitions: A Look into the Future* ([s.l.]: Book Industry Study Group, 1976), p.1.
17. Horowitz, *Communicating Ideas*, p.193.
18. Susan K. Martin, *Library Networks, 1976-1977* (White Plains, N.Y.: Knowledge Industry, 1976).
19. Gloriana St. Clair, "Intellectual Property," *College & Research Libraries* 53:193 (May 1992).
20. Horowitz, *Communicating Ideas*, p.168.
21. *Ibid.*, p.162.
22. I have consulted the following reviews of the first edition of *Communicating Ideas*: Philip G. Altbach, *Scholarly Publishing* 19:59-61 (Oct. 1987); P. Boyer, *Choice* 24:1204 (Apr. 1987); Joseph Branin, *Library Acquisitions: Practice & Theory* 12:123-24 (1988); *Journal of Academic Librarianship* 13:257 (Sept. 1987); John P. Ferré, "Information vs. Knowledge," *Journal of Communication* 38:174-76 (Winter 1988); George Garrett, "American Publishing Now," *The Sewanee Review* 96:522 (Summer 1988); Robert T. Golembiewski, *Times Literary Supplement* June 12, 1987, p.646; Joseph Gusfield, *Los Angeles Times Book Review*, Dec. 14, 1986, p. 4; *Virginia Quarterly Review* 63:64 (Spring 1987).