



Review Question Answers

Chapter 10: The Publishing Industry

1. How does Disher think collection developers should interact with publishers?

A collection developer's role should be convincing publishers that libraries can play an important role in introducing products to whole different audiences; and, considering the thousands of people who visit public libraries, we can play a large part in a publisher's marketing and promotion efforts.

2. What are the publisher types listed in the chapter?

- a) Trade publishers
- b) Government publishers
- c) Specialty presses
- d) Small and independent presses
- e) Textbook and academic publishers

3. Identify which terms are unfamiliar to you in the “publishing terminology” section and review their meaning.

4. What is controlled digital lending?

Librarians use equipment such as a scanner to produce a digital file of a print book which can then be loaned remotely. The library digitally circulates the exact number of copies of a specific title it owns—regardless of the format.