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Help lay the foundation for the future of scholarly communication with these informative chapters on new information technologies and predictions for developments in the publishing industry. If We Build It, the proceedings from the 7th annual conference of the North American Serials Interest Group, stresses that the time to prepare for the revolution and phenomenal growth in electronic technology is now.This groundbreaking book addresses important questions about the future that libraries need to answer today such as: What will change for serials librarians, vendors, and publishers as ink and paper become the oddity and electronic transmitters and receivers become the norm? What services will be in demand and who will provide them? Which economic models will keep them afloat? Most importantly, can the disparate groups currently active in scholarly communication work together to build the physical, social, and economic backbone of a new model?If We Build It is an invaluable guide to the future of serials librarianship. It describes new technologies, predicts how the publishing industry will develop in the near future, and explores how the library may evolve within a new system of scholarly communication. Just a few of the exciting topics covered in these proceedings include the development of standards for networking technologies, the shift from ownership to access in libraries as a result of electronic information, the history of scholarly communication, copyright of electronic data, higher education in the 1990?s, marketing in libraries. A unique perspective on issues of cooperation between librarians, scholars, and publishers is provided by the inclusion of a joint conference day with the Society for Scholarly Publishing. If We Build It is an energizing look at the new possibilities for libraries and a call to strengthen structures and work together to build a solid future for libraries within the future of scholarly communication.

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