

(with a passing mention of the electronic fridge) and mobile communication devices as delivery mechanisms. In terms of the users of the academic library Brophy points to the increase in higher education with the prospect of a fifty percent graduate population.

The concept of lifelong learning and the continual need to update knowledge and skills must bring with it a requirement for information services. Virtual learning environments are meeting some of these needs. However the expensive failure of the e-university project and the recognition that most learners do not like entirely online learning indicate that the model for providing mass support for learning in the future has not been as yet developed and certainly the role of the academic library as we know it in this is not yet known. However in case the reader is disheartened by this uncertainty, Brophy concludes by reminding us that libraries are services with the aim of enhancing learning. He states that it seems "inconceivable that centres of information handling expertise and guides to ever-burgeoning information resources of the world will not be needed". Let us hope this is so.

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Books waiting for review

The following books from Facet Publishing are waiting for reviewers - please contact [Peter Chapman](#) if you would like to do any of them.

Pedley (ed) **Managing digital rights a practitioner's guide**

Melling (ed) **Supporting e-learning a guide for library and information managers**

Press Releases

Emerald 2004 Statistics Show Usage Continues to Climb

Emerald Group Publishing, Ltd. has released its 2004 usage statistics, showing a seventeen percent increase in usage by customers worldwide. On average over 600,000 articles were downloaded each month, affirming market demand for Emerald content in all areas of management information.

Not surprisingly, the most popular spot on the Emerald Website is a weekly sample of two free journals. Widely known as Journals of the Week, this feature offers existing and potential customers full access to a rotating range of titles from the Emerald portfolio. The journal that experienced the highest number of article downloads in 2004 was the European Journal of Marketing.

For fourth consecutive year, the top-ranking article in the Emerald database was "From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing" by Christian Grönroos. It was published in Management Decision, which ranked number one among all journals in 2003.*

"Usage statistics have emerged as an industry standard for companies who wish to understand their customers," said Gill Crawford, Head of Corporate Communications for Emerald. "Additionally, librarians and information professionals will find these statistics a critical tool for evaluating and planning their service subject coverage."

Usage statistics are also valuable indicators for journal editors and members of the research community. Authors wishing to write articles for 2005 publication will benefit from focusing their efforts on management, marketing, and motivation, as well as knowledge management and business intelligence topics. Researchers looking for areas to investigate will be well served to consider these hot topic areas to ensure their findings yield useful results with immediate insights.

Reflecting Emerald's international customer base, top usage came in from Europe, Malaysia, and Australia, lending a global perspective to the statistics and subject interest areas.

*The top download Grönroos article can be viewed at <http://images.emeraldinsight.com/emerald/pdfs/gronroos.pdf> until 22 April 2005.