

(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.

**Helen Edwards**  
**London Business School Library**

## **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.

## McGraw-Hill and Xrefer Establish a Partnership for Online Reference

Xrefer, provider of online ready reference services to libraries worldwide, has announced that leading reference publisher McGraw-Hill has agreed to license some of its key reference titles for inclusion in the Xreferplus service. This brings the number of publisher partners currently working with Xrefer to 42.

Xreferplus is a completely customizable ready-reference solution for corporate, academic and public libraries. It features full-text, aggregated content from hundreds of reference books, with 2 million entries covering such subjects as medicine, art, technology, business and more. By combining content from multiple publishers with unique cross-referencing technology, Xreferplus delivers authoritative answers fast, wherever and whenever library users need them.

Free, 30-day trials are available at <http://www.xrefer.com/freetrial>.

This new agreement will initially see McGraw-Hill licensing some of its bestselling reference titles for integration into the Xreferplus service, including some titles which have never been available in digital form before. Science, Technology and Architecture titles will be available in full text, complete with line drawings and illustrations, biographical entries and conversion tables.

Chad Davine, Vice President of Content and Market Development at Xrefer said of this development:

"We believe that McGraw-Hill is an example of academic reference publishing at its best, and we are delighted to be working with them in this way. It's a win-win situation: by partnering with us, McGraw-Hill will ensure that their works will be seen by thousands of people at institutions around the world, and by integrating their content into Xreferplus we will be enhancing our service and allowing our patrons access to these great titles."

## Xrefer and A&C Black team up for Who's Who Online

xrefer and A&C Black are delighted to announce that Who's Who 2005 and the full Who's Who archive Who Was Who 1897-2004 are now available to search and browse on the xreferplus Specialist Reference platform.

Who's Who is the essential annual resource for accurate, detailed and up-to-date information on people of influence and interest. It was first published in 1849 and contains over 30,000 biographies of people in all walks of life. New names for 2005 range from famous faces like tennis player Tim Henman and movie star Nicole Kidman to Thomas Barnicoat, Chief Executive of TV production company Endemol. Each entry is carefully updated annually.

Institutions whose libraries purchase access to Who's Who 2005 online via xrefer will enable their users to search and browse for anyone whose biography has been included in the latest edition of the famous reference work. In addition, users will enjoy full access to the 10 volume archive of Who Was Who 1897-2004, which is fully integrated with the latest edition of Who's Who. Who Was Who 1897-2004 contains details of over 100,000 deceased biographees and dates back over 100 years to 1897 and is no longer available to purchase in print in full.

With the addition of xrefer's unique browsing interface, users can browse for biographees according to their profession, company or institution, education, address, birthday, birth year, recreations or decorations. They can also see which entrants are new in the latest edition of Who's Who. More information is available on the xrefer website at <http://www.xrefer.com/ww2005>.

Jill Coleman, Managing Director at A&C Black said of this partnership:

"Who's Who online is a fantastic package - a highly respected, accurate and up-to-date biographical resource on those of influence in our society, accessed via the versatile and user-friendly xrefer interface. This is a unique and invaluable resource and an essential purchase for libraries and companies."

John G. Dove, CEO of xrefer added:

"Who's Who is a well established and venerated giant in the world of reference publishing. We are delighted to be partnering with A&C Black to provide new browsing and searching functionality for Who's Who, and to bring it to an online audience for institutions."