

James
Bennett
Pty Limited

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Customer Service Week 30th Sept - 5th Oct



Customer Service Week (CSW) is a global event held in the first week of October. In Australia, the International Customer Service Professionals (ICSP) will launch activities country-wide to promote customer service and enforce the importance of effective customer service on your business.

The theme for this year is "Connecting with Customers". While you may think libraries operate differently to other businesses on this topic, you may need to think again, as Deana Noack of *Houston Area Library Services* notes: "If patrons don't get what they want or don't like the way they are treated, they may not come back. All library staff are, of course, naturally charming and pleasant and only under the most extreme circumstances become possessed by the spirit of Attila the Hun -- but

that's the story that gets passed to seven others!"

So what are good customer service tips for the library industry?

1. Get the patrons what they want, how they want it, on time & with a smile
2. Having a good attitude is not optional; you can't turn it on for patrons & off for staff
3. Treat each other well & you will find that treating patrons nicely becomes easier
4. Everything you do in front of patrons means something (whether you meant it or not)
5. Poor customer service drives people away. No patrons, no library, no job.
6. If you don't want to be there, it will show
7. Be professional; take customer service seriously
8. Every interaction with a patron is an opportunity to convince someone that the library is

indispensable

9. Listen to your patrons, listen to each other
10. Don't expect great customer service if you don't encourage it, promote it, reward it and thank staff for it
11. Welcome patron suggestions
12. Treat patron complaints as opportunities to get better. Don't take it personally either
13. Don't hide behind policies & procedures. Empower staff to make exceptions
14. Be active, get out of your seat, approach patrons
15. Treat everyone how you would want to be treated
Steve from www.blogaboutlibraries.com
"The personal touch provided by a considerate staff can provide an edge in the increasing competition of today's information market"
www.hals.lib.tx.us

To find out more about Customer Service Week, visit: www.icsp.com.au

IDPF Backs Plans For Single e-Book Standard

The International Digital Publishing Forum (IDPF) has shown strong support in moving to a single e-book standard, with members eager to see the Open Publication Structure 2.0 (OPS 2.0) specification implemented as the official industry standard.

".epub" is the file extension which refers to two open standards produced by the IDPF; the Open Publication Structure (OPS) and Open Container Format (OCF).

".epub" allows publishers to produce and use a single file throughout the e-book production and distribution process.

Nick Bogaty, Executive Director of IDPF, was delighted with the response and stated: "There are a number of companies and organizations who have already implemented .epub into their products and workflows. I encourage our community to continue to promote .epub as the

standard file format for digital reflowable publications; doing so will significantly grow our industry."

"The adoption of OPS 2.0 will mean lower costs for publishers and more e-book titles for consumers".

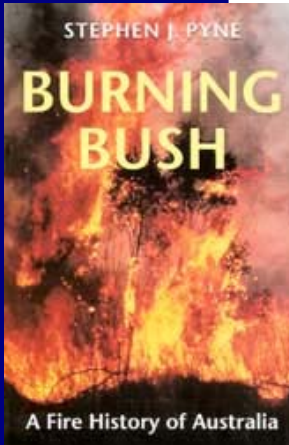
To learn more about IDPF and OPS 2.0, log onto: www.idpf.org



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Inbooks Press Ahead With New Agencies



One of the many great titles from Oxfam, now available at Inbooks

Our Inbooks team are pleased to announce distribution agreements with the University of Washington Press and Oxfam Publishing. The addition of these publishers to our agency list builds on the already high standard of academic and specialist titles offered at highly competitive prices.

For more information on these publishers or their titles, phone us or visit the Agency section on our website: www.bennett.com.au/agencies.php



University of Washington Press

The University of Washington Press has 85 years of publishing experience as a major scholarly publisher in the United States. Titles cover a wide variety of academic fields, including especially distinguished lists in Asian studies, Middle Eastern studies, anthropology, Western history and art, biography, environmental studies, and natural history.



Oxfam Publishing

Publishers of a range of books, journals, reports, training resources, videos & policy papers, Oxfam sets out to communicate its policy research, advocacy messages, and programme experience, while still being an active contributor to current debates in development. Specialty subject fields include advocacy, education, development, and humanitarian & aid practices.



Career FAQs Now Available

We now offer Career FAQs, publishers of Australia's leading fact-filled career books. Whether you are just starting out, changing jobs, moving up the ladder or returning to work after a break, Career FAQs books give you the inside story on just about any job you can imagine.

Each book features real employees, employers, recruiters and industry experts who share their stories to help guide you along the path to your dream

job. There's no other range of books in Australia, for Australians, that reveals the day-to-day details of so many workers, industries, jobs, careers and specialities.

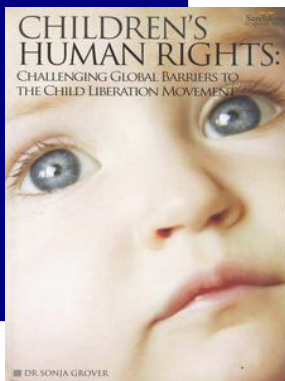
Career FAQs also give you the lowdown on how to land the job; how to put together a sensational industry-specific resume; write a brilliant cover letter; present your personal portfolio; and stand out in an interview.

There is also an additional

range called "Expand Your Horizons" aimed at the bold and adventurous. It is for those that yearn for something different in a career, and demonstrates how an interest or hobby can be transformed into a career.

These are excellent Australian titles that are suitable for any library, so be sure to ask your representative about them. Sample books will also be available soon.

Children's Human Rights
Sonja Grover
 04/2007
 ISBN:
 9780975783955



In 1954 the General Assembly recommended that all countries institute a Universal Children's Day, to be observed as a day of worldwide fraternity and understanding between children, and of activity promoting the welfare of the world's children. It is also a day to highlight the work and effort that Unicef provides

to over 150 countries and territories, in ensuring children survive and thrive.

The day is held annually in Australia on the 4th Wednesday of October to coincide with Children's Week,

This year we have collected together an excellent list of titles, that deal with the issues of child welfare and rights, with particular focus on the rights and health standards of

indigenous children.

Our representatives will be circulating copies of the list and details will be on our website, in support and promotion of the day.

Information as sited from The Children's Week Council of Australia: P: +61 8 9489 4022 or www.childrensweek.com.au

Standing Orders - Standing Ovation

Standing Orders supplies over 8000 titles to our customers. We cover:

- Annuals - every alternate year/ edition orders
- Irregulars
- Monographs in Series - numbered & unnumbered
- Working Papers, Discussion Papers, Research Papers from University Departments
- Conference Proceedings - annual or irregular
- Journal Subscriptions - up to 4 issues per year

Any title that will have further editions/issues may be supplied on Standing Order. Once your Standing Order has been recorded, your library will continue to receive each new edition/issue when published.

Staff in our Department are allocated their own library customers, so that you have one direct contact for all your customer service needs.

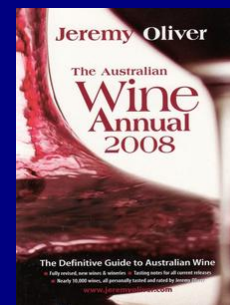
Libraries are kept up-to-date on all forthcoming titles, and their order status, through information sent in our Weekly Status Reports.

Another key service is supporting libraries in their collection goals, alerting you when any major new

reference titles are published. Our qualified staff can assist by recommending series titles based on experience and knowledge of your collection requirements.

Standing Orders Monthly Newsletter

If you would like to receive a copy of the newsletter by email, simply send your details through to: standingorders@bennett.com.au or call us on: +61 2 9986 7003. You can also view the newsletters online: www.bennett.com.au/products/standing_orders.php



One of the great titles available through Standing Orders

Woodhead Publishing Expanding Range

Renowned materials technology publisher, Woodhead Publishing Ltd, are substantially expanding their range to now cover six main specialist areas, featuring:

- * Materials Technology
- * Engineering
- * Textile Technology
- * Food Science, Technology & Nutrition
- * Environmental Technology
- * Finance, Commodities & Investment

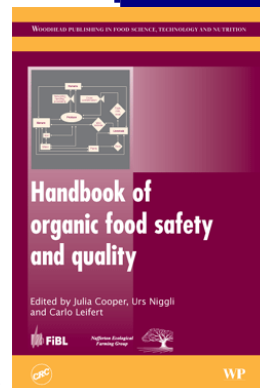
As one of the fastest growing UK

publishers, Woodhead Publishing attribute's their success largely on their focus on exacting standards, including extensive customer-based market research, the appointment of world class editors and authors, attention to editorial detail, good production and excellent marketing and sales using finely tuned direct mail, inserts and, increasingly, e-mailings. A large team of overseas representatives and agents completes the picture, all backed up by an efficient customer service de-

partment handling over 1,000 product lines.

The subjects are suitable for Tertiary / Postgraduate audiences and include titles such as: Environmental Aspects of Textile Dyeing; Handbook of Organic Food Safety & Quality; and Durability of Concrete & Cement Compositions.

For more information contact our Customer Service team or visit our website



Earth Science Week 14th - 20th October

This year marks the tenth annual Earth Science Week, "The Pulse of Earth Science".

The aims of Earth Science Week are:

- * To educate and encourage students to discover more about Earth Sciences
- * To promote better care of the Earth and make people aware of their surroundings
- * To develop and foster better

relationships between geoscientists and the general public; and

* To generate enthusiasm about the amazing and diverse Earth Sciences in our own backyards.

In support of Earth Science Week last year, libraries throughout Australia held special competitions, library displays, author readings and industry talks, to great success. This year we are promoting special titles on geosciences to help libraries reach an

even greater audience.

For more information contact our Customer Service team.

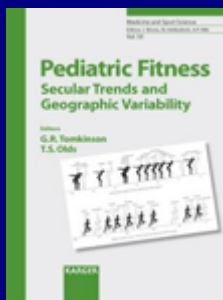
"Earth Science Week... promotes understanding and appreciation of the value of Earth Science research and its application and relevance to our daily lives." *American Geological Institute.*



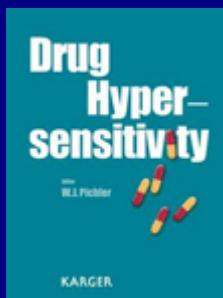
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Two Great Karger Promotions



ISBN: 978380551776



ISBN: 9783805582698

We have two great titles on offer from expert medical and scientific publisher, Karger:

1. Pediatric Fitness

This publication starts by examining data cumulated since the 1950s, on secular trends and geographic variability in fitness test performances, from children and adolescents in 23 countries the world-wide.

There is a dedicated section on secular changes in aerobic fitness test performance in Australasian children and adolescents, and compares their results to those found across the globe.

Physical educators, exercise/sport scientists, exercise physiologists,

personal trainers, pediatricians, medical practitioners and public health providers will all benefit from this in-depth examination of child and adolescent fitness.

2. Drug Hypersensitivity

This is the first book to provide a truly comprehensive perspective on the topic of immune-mediated reactions, and is a must-have for any medical collection.

Many different drugs can induce a variety of clinical symptoms through multiple drug-host interactions, and most of these are poorly understood.

This book addresses immunological mechanisms underlying these

complicated reactions and covers clinical manifestations, new diagnostic methods, and introduces some recently established animal models.

This publication will be of immense value to allergologists, dermatologists, anyone prescribing medication, as well as scientists in the pharmaceutical industry.

Both titles are on offer until **9th of November 07**, and you can access these promotions through our website:

www.bennett.com.au/promotions.php

IM Titles To Look Out For:

Instant Messaging Reference

ISBN: 9781843343578 (PB) 01/08

Instant Messaging for Dummies

ISBN: 9780470224144 (PB) 11/07

IM Instant Messaging Security

ISBN: 9780080460727 (Ebook) 05

Ping!; The Yahoo! Instant Messaging Guide

ISBN: 9781402728174 (PB) 05

* To order these or other great titles speak to our Customer Service team.

Instant Messaging...Why Delay?

Instant Messaging (IM) is online communication that occurs in real-time, through computers, mobile phones or PDAs. Users usually log into a service by entering their name and ID code, and can then view who is currently online and instantly send them a message, whether it be to one person or a group.

IM provides an immediate engagement that is otherwise lost on email, often replacing the telephone as the preferred method for quick responses. Images and files can be easily attached, web cams allow live video experiences, and your status online can be updated should you be "away from the computer" or "in a meeting".

IM is also a vital communication resource for those with impairments in hearing, speech, and the increasingly common condition of auditory processing. IM offers an inexpensive communication interface where all users are equal and communication can be performed with ease and efficiency.

There are some security issues to be aware of with IM. Attach-

ments sent can be subject to viruses as they often bypass general antivirus software; some IM networks are susceptible to "eavesdropping"; and a new problem on the rise is "spim"- the IM equivalent to spam, where people are sending unsolicited requests or adverts through IM.

How can IM be used in libraries? Some institutional libraries have set up online reference desks with IM applications, but generally the industry response has been slow. Marshall Breeding of *Library Technology Guides* notes that libraries haven't necessarily followed corporate counterparts into employing IM applications.

"The virtual reference services deployed in the last few years have often served as a librarian's first exposure to the world of instant messaging. The software for a typical virtual reference environment includes a chat window for communicating with a person who's posing the question, along with features that allow the librarian to push the appropriate Web page, or lead the customer through a session on a Web-based information resource."

IM can assist libraries in providing quality information to their patrons, in a timely and cost effective manner. But if you are not comfortable in communicating with customers through an IM network just yet, the best advice is to start by employing an IM system with your work colleagues.

These sites below have been listed within the industry for their relevance and inspiration:

- Use meebo to access all of your IM accounts from inside a web browser - <http://www.meebo.com>
- Embed IM in your library's website using meebo me - <http://www.meebome.com>
- Download an open source aggregator like Pidgin (formerly GIAM) - <http://pidgin.im> or Trillian - <http://www.ceruleanstudios.com/>
- Or try MSN Web Messenger for an extremely popular and user-friendly introduction into IM - <http://webmessenger.msn.com>

One Step Closer to the Man Booker Prize

THE Man BOOKER PRIZE



Celebrating its 39th year, the Man Booker Prize is arguably one of the most prestigious and publicised awards in the world.

The award looks for the best novels of the year, written by citizens of the Commonwealth and the Republic of Ireland, and carries a very generous prize bounty of £50 000.

The excellent reputation of the award stems greatly from the rigorous selection process and integrity

of the judging panel, which includes a literary critic, an academic, a literary editor, a novelist and a major figure.

The first winner of the Man Booker Award was P.H. Newby for his book *Something to Answer For*, back in 1969. This year it seems *Mister Pip* by New Zealand writer Lloyd Jones, is the odds-on favourite to take out the prize but the competition is stiff, featuring:

Darkmans - by Nicola Barker, Fourth Estate (ISBN: 9780007193622)

The Gathering - by Anne Enright, Jonathan Cape (ISBN:

9780224078733)

The Reluctant Fundamentalist - by Mohsin Hamid, Hamish Hamilton (ISBN: 9780241143650)

Mister Pip - by Lloyd Jones, Text Publishing (ISBN: 9781921145575)

On Chesil Beach - by Ian McEwan, Jonathan Cape (ISBN: 9780224081184)

Animals People - by Indra Sinha, Simon & Schuster (ISBN: 9780743259200)

The Man Booker Prize winner will be announced on 16th October (17th Oz time), so be sure to keep an eye out on our website for the details.

Previous Winners of the Man Booker Prize

2006: Kiran Desai
Inheritance of Loss
Hamish Hamilton

2005: John Banville
The Sea
Picador

2004: Alan Hollinghurst
The Line of Beauty
Picador

2003: DBC Pierre
Vernon God Little
Faber & Faber

2002: Yann Martel
The Life of Pi
Canongate

What's New Near You for October

Keep an eye out for what's on in the industry:

Monday 1st

Labour Day Long Weekend, NSW- ACT-SA. WA (Queen B'day)

From Tuesday 2nd

Shortlist announced for the Nestle Children's Book Awards, UK

Tuesday 2nd - 5th

ASLA Biennial Conference, SA

Friday 5th - 6th

ALIA Symposium, NT

Tuesday 9th - 10th

ALIA Conference, Hyatt VIC

Wednesday 10th

NSW Premier's History Awards Announced, NSW

Wednesday 10th - 14th

Frankfurt Book Fair, Germany

Thursday 11th - 27th

Melbourne International Arts Festival, VIC

Saturday 13th Oct - 10th Feb 08

National Indigenous Art Triennial, ACT

Sunday 14th - 20th

Earth Science Week, International

Tuesday 16th

The Man Booker Prize Winner is Announced, UK

Monday 22nd

New Zealand Labour Day

Wednesday 24th

Universal Children's Day, World-wide

To view all author tours throughout

Australia visit:

www.bennett.com.

aulin_the_news/

author_tours.php

Looking Forward with ALIA 2007

We proudly support industry information events, and are delighted to be attending the ALIA National Library & Information Technicians Conference. The conference is to be held on 9th-12th October 2007, at the Grand Hyatt Hotel, Melbourne VIC. **Theme:** Inform, innovate, initiate & inspire.

The conference will provide a forum for professional networking and socialising among national and interna-

tional participants. Delegates will learn about the latest trends and developments for libraries, share the expertise, experience, and knowledge of the invited eminent speakers and update themselves on new products and services from the trade and publishing worlds. The conference program has been devised to encompass the theme, and keynote speakers include: Anne Beaumont; Suzette Boyd; Damian

Lodge & Dr Bob Pymm; Dr Gillian Hallam; Dr Annemaree Lloyd; Geraldine Barkworth; Mary Carroll, and Kevin Hennah.

We would also like to thank all those who visited our stands at the LIANZA Conference in Rotorua and the QPLA conference in Ipswich. Both conferences were a great success and we congratulate all the book prize winners.



Australian Library and Information Association

James Bennett Pty Limited

Providing Acquisition Solutions

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Newsletter written and compiled by
Tracey Babula, Marketing Executive

Our Noticeboard:

• Book Awards Season:

Be sure to keep an eye on the awards section of our website as the literary industry finishes the year off in style. Here's a list of what to watch out for:

5th October: Chief Minister's NT History Book Award Winner Announced

Early October: NSW Premier's History Book Award Winners Announced

16th October: Man Booker Award Winner Announced

14th November: Young Australian's Best Book Award Winners Announced

14th November: US National Book Award Winners Announced

Mid December: Nestle Children's Book Prize Winners Announced

• Firm Order Service:

We can locate and dispatch any book in print from anywhere in the world, and can supply publications from Australia, New Zealand, Pacific, Southeast Asia, the US and UK.

Overseas titles are acquired from locally held stocks wherever possible to avoid freight and currency exchange costs. This means we can source and supply all US and UK publications at competitive prices.

Our research department is available to assist you on any hard to find items, and you can place orders easily by: **Fax:** +61 2 9986 7031 or toll free in Australia 1800 808 292

Email: fastorders@bennett.com.au

Online - JBO: www.bennett.com.au (login & password required)

- The new Special Promotions Kit has just been released. This service supplements our Tertiary Kits and will ensure that you receive the best titles on offer, all year round. To view a listing of all titles in the new kit, log-on to JBO and search through our Tertiary Kits.



Pictured: Part of the Special Promotions Kit Team - (b to f) Caleb Wildash, Brett Muirhead, Kerrie O'Neill and Annette Onorato

We value your comments
feedback@bennett.com.au

Staff Brag or Bin Review



Name: Natalie Hooley

Position: Marketing Coordinator Inbooks

Natalie Bragged About:

Second Glance by Jodi Picoult

This book was my first Jodi Picoult reading experience and had me enthralled from beginning to end. With elements of ghost story, romance and murder mystery, *Second Glance* explores what it means to be human—but with intelligence and perception rather than clichés. This is an author who can really write, and a book that will get you thinking and feeling

Natalie Binned:

Shopaholic and Sister by Sophie Kinsella

I don't mind chick-lit, but it has to be written well and for me this one unfortunately wasn't. Becky Bloomwood, the protagonist, is a pathological shopaholic which was just too much for me. The bookmark is still somewhere in chapter three.

Librarian on the Lounge



Librarian: Margret Curry

Position: Acquisitions Legal Deposit & Family History Officer

Library: Northern Territory Library

Background / Education: Associate Diploma of Library Practice as a mature aged student. Currently studying: Advanced Diploma of Local, Family & Applied History at UNE (4 units to go)

Your First Job: Filing clerk at Coopers & Lybrand in Sydney

Career Highlight: At NT Library: Getting a line in the libraries' budget for family history to build up our resources in this area in 2004, and then having the "official" opening of the "Family History Service" in February 2007 by Minister for Community Services, Delia Lawrie in an unused part of the library. This brought us into line with other State Libraries in recognising a growth area demand by our clients

What Trait Do You Dislike: Dishonesty

and not giving credit where it is due

Your Daily Mantra: "Never give up, never give up, never give up"—This is what Winston Churchill said during World War II and I've found it applies very much in family history.

Who would you love to have dinner with: Professor Emeritus David Suzuki

What changes can you see for Libraries over the next 5 years: Digitisation is the latest tool of our trade. And I see more primary resources becoming available online and it will be up to libraries to come up with the most cost effective means of providing access to our clients.

Thanks Margret



The Family History Area, NT Library