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## Value Added: Book Covers Provide Additional Impetus for Academic Library Patrons to Check Out Books

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### Abstract

Publishers attract readers to books and inform them about the books' contents by adding information to the books' covers. In many academic libraries, the dust jackets of cloth-bound books are discarded. This study was a physical inventory of 1,319 recently published books in an academic library, and comparison of circulation statistics between different cover types. By every measure, books with publisher-supplied information on the cover circulated at a higher rate than books with plain covers. The implications of our findings for collection management are discussed.

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Academic journal article Library Resources & Technical Services. Value Added: Book Covers Provide Additional Impetus for Academic Library Patrons to Check out Books. By Knowlton, Steven A.; Hackert, Lauren N. Read preview. Article excerpt. Sages ranging from George Eliot to Bo Diddley have advised against judging books by their covers. (1) Although the proverb is indubitably correct as prescriptive advice, the question remains whether readers do judge books by their covers. Publishers must believe they do, as those firms go to great lengths to provide attractive book covers, with the intent Listservs, blogs, articles and books have been written by sometimes evangelistic authors whose intent may be to see wholesale change in the way librarians do business with publishers and vendors, while opening up huge amounts of information that was formerly "locked up" behind access walls for a large majority of the world's readers. Freeing information for readers and the ability to showcase an institution's scholarly output have been major reasons for the development of repositories. Public services librarians know that the library extends out onto the open web. Indexing open access materials provides added value to the reference or instruction encounter, making more scholarship available at the point of search. People are more important than books. Providing free access to information for all is more important still. Many of these issues are becoming less significant as electronic resources gain popularity. Well, most libraries will not allow patrons to check out anything else if their fine is over x amount of dollars (at one of my local libraries, it's \$10). They use these fees from the patron to replace the lost/non-returned book. Increasingly by hiring debt collector firms that put a value on the book and then try to collect it. Sometimes the debt is lowered greatly upon the return of the books, that is when the libraries send letters in the name of the debt collector firm with permission to use the firm logo. Sometimes it is out of the libraries hands once the "debt" is turned over. Borrow a Book Books on Internet Archive are offered in many formats, including... Additional collections of scanned books, articles, and other texts (usually organized by topic) are presented here. 533.9M 534M. Canadian Libraries. In addition, the CDL provides tools that support the construction of online information services for research, teaching, and learning, including services that enable the UC libraries to effectively share their materials and provide greater access to digital content. 197.4M 197M. European Libraries. Academic libraries make government information available through the purchase of printed government documents, subscription to relevant electronic databases, the consolidation of online government information, cataloging, circulating, and providing reference services, user training, and research guides. The rise of DDA in academic libraries has influenced a wide range of areas including library outreach to academic departments, the provision of textbooks and its implication on academic publishing, the appropriateness of ebooks, and the creation of strong collections that may serve a purpose beyond access to materials.