



NATIONAL ENDOWMENT FOR THE

Humanities

OFFICE OF DIGITAL HUMANITIES

Narrative Section of a Successful Application

The attached document contains the grant narrative and selected portions of a previously funded grant application. It is not intended to serve as a model, but to give you a sense of how a successful application may be crafted. Every successful application is different, and each applicant is urged to prepare a proposal that reflects its unique project and aspirations. Prospective applicants should consult the Office of Digital Humanities program application guidelines at <http://www.neh.gov/grants/odh/humanities-open-book-program> for instructions. Applicants are also strongly encouraged to consult with the NEH Office of Digital Humanities staff well before a grant deadline.

Note: The attachment only contains the grant narrative and selected portions, not the entire funded application. In addition, certain portions may have been redacted to protect the privacy interests of an individual and/or to protect confidential commercial and financial information and/or to protect copyrighted materials.

Project Title: Humanities Open Book Program – Cornell University

Institution: Cornell University

Project Director: Dean J. Smith

Grant Program: Humanities Open Book Program

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2. List of Participants/Advisory Board

Terry Ehling, Associate Director, Project MUSE

Mahinder Kingra, Marketing Director, Cornell University Press

Karen Laun, Digital Publishing Manager, Cornell University Press

Oya Rieger, Associate University Librarian, Cornell University Library

Dean Smith, Director, Cornell University Press

Frank Smith, Director, Books at JSTOR

Kizer Walker, Director, Collection Development, Cornell University Library

3. Abstract

The Cornell University Press seeks \$83,635 in funding support for a twelve-month effort to make twenty outstanding works of scholarship in foundational disciplines accessible to the world. We will use the funding to 1) test and refine a methodology for selecting out-of-print titles for the program 2) gain experience in the digitization, delivery, rights clearance and dissemination of OA monographs in EPUB3.0.1 format and 3) analyze the results of maximizing the discovery and usage of ebooks across multiple platforms including the Press website, institutional repositories, JSTOR and Project MUSE.

Cornell University Press, the first university press in the United States, was established in 1869. Its reputation for publishing high-quality books in the humanities and social sciences resonates with the strengths of its home institution. Many groundbreaking works remain out-of-print and are no longer accessible to the current generation of scholars. The NEH Open Book Program provides the Press with an excellent opportunity to leverage current ebook technologies and mine an extensive and rich backlist. Our plan is to make these books widely discoverable to the global scholarly community as we progress toward the Press' sesquicentennial celebration in 2019.

Working closely with the Cornell University Library, we have outlined a methodology for title selection in the initial phase of this effort that combines library circulation statistics, citation data and subject-level curation with Press strengths in the core disciplines of Literary Criticism and Theory, Slavic Studies and German Studies. We also engaged scholars for their input on these selections. Utilizing this selection process, we have identified twenty titles across disciplines to digitize and convert into the EPUB3 format for the first year of the program.

One goal of this collaboration will be to identify possible relationships between title-level usage trends and library circulation and citation data over time. We are also keen to exchange knowledge with our library colleagues in areas such as rights clearance and digitization.

Over the past several years the Press has brought a limited number of print titles back into circulation as e-books and print-on-demand titles. Our staff has gained valuable expertise in workflow, rights clearance, metadata generation, and marketing efforts surrounding ebook conversions. In collaboration with Cornell University Library and the Department of Classics, we worked with JSTOR to add the Cornell Studies in Classical Philology series (more than sixty titles dating back to 1887) to its online e-book archive. The Press prepared metadata and rights, while JSTOR completed the digitization—all of which has given us a base of experience in the process of clearing rights for complex titles. Our policy of publishing simultaneous ebooks for most of our new titles has enabled the Press to develop relationships with vendors who can produce EPUB3 files. In 2010, with support from The Andrew Mellon Foundation, Cornell University Press, Cornell University Library, and the Cornell University Department of German Studies launched a book series, *Signale: Modern German Letters, Cultures, and Thought*, which follows a print-to-open-access publication model.

Cornell University Press is honored to reintroduce the titles proposed here into the scholarly debate and for readers, teachers, students and scholars to access around the world in digital form. After this initial phase of exploration, our plan is to accelerate the digitization process over the next three to five years and expand access into more disciplines such as anthropology, political science and philosophy.

4. Narrative

4a) Intellectual Significance of the Collection of Books

In selecting the first group of twenty titles for inclusion in the NEH Open Book Program, we focused on three areas in which Cornell University Press (CUP) has consistently demonstrated innovation and influence during recent decades: literary criticism and theory, Slavic studies, and German studies.

We began by curating our out-of-print titles to produce a long list of initial candidates that would show how Cornell University Press books have served to influence the subsequent development of these foundational disciplines. We were drawn to early books by scholars who have since gone on to distinguished careers (and who have in some cases published later books with Cornell University Press), books by authors with continuing ties to Cornell University, and books on topics linking them to some of our recently published books in fields for which the Press is especially well known. The links to our current publishing program will ensure that the resulting ebooks will be marketed alongside our existing list thereby enhancing our presence in those fields and allowing the next generation of scholars to access them.

After this internal selection process, we collaborated with our colleagues at Cornell University Library who provided library circulation statistics for all Cornell University Press books in the library's collection including out-of-print titles. The CU Library then invited library subject specialists in our selected fields to review out-of-print titles and propose books for the program on the basis of their holistic understanding of the fields in question and with an eye to the library usage statistics. We are convinced that the expertise of library subject specialists in daily contact with student and faculty researchers ensures that our candidate titles are of continuing interest and relevance to scholars and other potential readers.

The circulation report the librarians used to support their decisions included all Cornell University Press (and Comstock Publishing Associates imprint) books in the Cornell University Library catalog with a tally of historical circulations since 1990, when the Library began registering circulation electronically. We feel that this approach, which blends subjective and objective factors, has yielded highly fruitful results. While the current circulation report is a simple tally, the Press and the Library are discussing prospects for a more refined study of Cornell UP books based on transaction dates that would allow us to see usage trends.

When selecting eight titles in literary criticism and theory that would indicate the diversity and influence of the Press's publishing history in the field, we received advice from Jonathan Culler, Class of 1916 Professor of English at Cornell University. Culler, who is best known for his books *On Deconstruction*, *Literary Theory: A Very Short Introduction* and *Structuralist Poetics: Structuralism, Linguistics, and the Study of Literature*, has been President of the American Comparative Literature Association and Chair of the departments of English, Comparative Literature, and Romance Studies at Cornell, as well as Senior Associate Dean of Arts and Sciences. He was elected to the American Academy of Arts and Sciences in 2001 and the American Philosophical Society in 2006. He currently serves as Secretary of the American Council of Learned Societies.

The Cornell University Librarian for Literature, Theater, and Film, Fred Muratori, judged candidate titles in literary criticism and theory based on two criteria: how often the books have circulated in recent years and how often they have been cited in Web of Science citation index. This supported his subjective sense that the selected titles have an active “shelf-life” in current scholarship.

When choosing eight books from our backlist that would represent the depth and richness of our offerings in Slavic studies, we benefited from the guidance of John G. Ackerman, who was the Director of Cornell University Press from 1988 to 2014. On the basis of his training in Russian and Soviet history at Stanford University, he built for the Press a legendarily successful and respected list in Slavic studies while also acquiring and editing titles in European history, intellectual history, and philosophy.

Library circulation and citation data for the books in Slavic studies were examined by Robert H. Davis, Librarian for Russian, Eurasian and East European Studies at Columbia University and Librarian for Slavic and East European Studies at Cornell University. Davis’s dual appointment is the result of the 2CUL resource-sharing partnership that was initially supported by a two-year planning grant from The Andrew W. Mellon Foundation. In assessing the value of prospective Open Book Program titles in Slavic studies, Davis noted those that had relatively higher usage volume and did a search of contemporary reviews of each work, paying particular attention to the broader applicability of each of the candidates.

Kizer Walker, Director of Collection Development for Cornell University Library selected four titles in the German studies series. He is Cornell’s librarian for German Studies as well as Managing Editor of *Signale: Modern German Letters, Cultures, and Thought*, the print and electronic book series that the Press copublishes with Cornell University Library, in partnership with Cornell’s College of Arts and Sciences. We propose to make four of these books available. The Mellon Foundation provided the initial support for the *Signale* series. Cornell is already providing open access to books in the series four years after publication through Project MUSE. The books by Aby Warburg, whose work is currently experiencing a revival, and Peter Uwe Hohendahl, whose most recent book was published by Cornell University Press in 2013, will enhance the existing corpus greatly.

The methodologies used in selecting the proposed list of books will be further evaluated and refined during the project implementation stage. The goal will be advancing our methodologies in identifying untapped resources of outstanding but unused scholarship. Also, working with the advisory group, we will aim to broaden interest in these books beyond scholarly purposes and consider how to make them pertinent and accessible for other reader groups such as teachers, students and members of the public.

4b) History and Overview of the Publisher

All books published by Cornell University Press and its imprints have been approved by a board of editors drawn from the Cornell University faculty, and nearly three thousand Cornell

University Press books are currently in print. The Press publishes approximately 120 new titles a year and also makes titles available in paperback, print-on-demand, and ebook formats.

In 1869, Cornell University established the first university press in the United States, with University Librarian Willard Fiske as its director. In 1884, a financial crisis halted further appropriations from the university to support the Press, and it was discontinued until 1930. During the interim, the function of a university press at Cornell was partially fulfilled by the Comstock Publishing Company, founded by John Henry Comstock and Simon Henry Gage of the Cornell faculty, which published books concerned with natural science and agriculture. Cornell University Press was reestablished by the Board of Trustees in 1930, and Comstock Publishing Associates became an imprint of the Press. Anna Botsford Comstock's *Handbook of Nature Study*, first published in 1911, is still in print and remains the Press's all-time bestselling title. Another highlight of the Press's publishing program in the sciences is *The Nature of the Chemical Bond: An Introduction to Modern Structural Chemistry* by the Nobel winner Linus Pauling.

From its early strengths producing reference volumes in natural science, Cornell University Press expanded its publishing program in the humanities and social sciences to reflect both the diverse nature of the Cornell University curriculum and the needs of American scholarship and publishing. One example of how the Press tailors its publishing program strategically to meet the needs of scholarship can be drawn from the years immediately following World War II, when the Press built up lists about the Middle East and civil liberties that met with wide critical approval. During the Cold War years, Cornell built a reputation as one of the best windows into Soviet society, and our list in Slavic studies, which covers all eras of the region's history, has a vibrancy that allowed it to handily outlast the USSR. Cornell University Press has brought authoritative editions of primary material to scholars around the world through series including The Cornell Yeats and The Cornell Wordsworth and, in classics, Agora Editions. In part because of the presence of Cornell faculty members including Jonathan Culler and Dominick LaCapra, Cornell University Press, like the university itself, served as a platform for the emergence of European-inflected critical theory in the practice of literature and history.

Cornell University Press authors not only demonstrate methodological innovation but also expand readers' knowledge by more traditional if no less important means, such as bringing to light the quality of everyday life in past societies through the painstaking use of medieval archives or immersing readers in little-known contemporary societies through the practice of ethnography. The Press's dedicated and experienced acquisitions editors have a consistent ability to identify the most promising and accomplished scholars in the humanities. Our carefully edited and beautifully produced books frequently receive high-profile awards, serve as the basis for teaching and scholarship, and change the future contours of the disciplines from which they emerge.

4c) Dissemination

We will implement a multiplatform strategy to maximize discoverability and usage of the titles by a wide range of users. Our goal is to reach five-thousand institutions in ninety countries with the first set of titles by loading them onto Project MUSE and JSTOR—in addition to the Cornell

University library repository and the Press website. We would also ensure the widespread discoverability of these titles through trusted repositories such as the Hathi Trust, DPLA, OAPEN, Internet Archive and highly visible platforms including Google Books. The Press's website at www.cornellpress.cornell.edu is able to host and deliver DRM-free ebooks directly to readers. We will also offer these books for sale via a print-on-demand option directly from our website.

4d) Service Provider and Technical Standards

Apex CoVantage has confirmed its commitment to working with Cornell University Press on the above referenced project (see letter dated 5/21/15). Apex affirms that it has the experience and resources to convert titles using EPUB 3.0.1 or a later version, and that each ebook will have metadata embedded into the file, following the recommendations of the *Best Practices for Product Metadata* of the Book Industry Study Group (BISG).

For the last ten years Cornell University Press has partnered with Apex CoVantage for composition and computer prepress services. We have included ebook conversion in this process for the last four years, and we rely on Apex's deep technical knowledge and experience of ebook production and technology to deliver high-quality ebooks. In addition, we have created and refined a workflow with Apex for scanning and optical character recognition (OCR) of backlist titles for conversion to ebooks. This transition was beneficial for us because Apex has been integral to the development of the EPUB 3 specification as active members of the International Digital Publishing Forum (IDPF). This deep involvement in the development of EPUB 3 gives Apex a tremendous base of knowledge regarding ebook best practices and insight into what is next for the EPUB standard, ensuring ebooks that are both excellent products today and will remain excellent products as standards and technology evolve.

4e) Work Plan

Cornell University Press (CUP) has an established workflow for the conversion of backlist titles into ebooks. The tasks are distributed among staff in various departments, with the bulk of the responsibility residing with our digital publishing editor, Karen Laun (KML). Currently approximately five titles per month are converted throughout the year. The workflow that is described below is the same workflow CUP would follow for the selected titles if it were to receive a grant via the NEH Humanities Open Book Program. We will further test and refine our rights clearance, digitization and ebook preparation workflows and share our experiences with other presses to contribute to the development of best practices for opening up out-of-print books.

I. Rights Clearance

KML manages rights clearance for the Press. The process includes both rights clearance and tracking the associated data in a dedicated database and digital contacts file. The original book contract is scanned and filed electronically. A physical copy of the book is secured (unavailable out-of-print titles are purchased), and content is reviewed. Third-party rights are researched and

cleared. Editor-in-chief Peter J. Potter (PJP) is consulted about difficult-to-resolve rights situations.

If there are no major problems with third-party rights, KML proceeds to the ebook contract amendments. Referencing the original book contract, she checks to see whom the rights holder is. If it is an agency or anyone other than the author, she consults with PJP. If the book is an import or we know the author is deceased, she checks with PJP as well. KML confirms the author's latest email address, consulting our Royalty Manager if needed.

KML prepares a contract amendment and sends it to the author, who signs and returns it. She files it electronically, provides needed information to the Royalty Manager, and tracks all data in appropriate places.

When ebook amendments have been signed, third-party rights cleared, and any possible technical issues for conversion reviewed, KML requests ebook ISBNs. She then confirms whether each book will have a PDF ebook, reflowable ebook, or both and makes note in the appropriate place in the rights database.

II. Digitization, Conversion, and Metadata Creation

KML prepares the ebook conversion orders for our vendor, Apex. She instructs our production coordinator including noting when Apex will need to do OCR (books for which no printer PDF is available need to be scanned using OCR from hard copy). Marketing director MSK is copied on that email so that metadata can be prepared and uploaded to BiblioVault. Hard copies of the books for OCR are given to the production coordinator to send to Apex.

The production coordinator checks for archived PDF and jpeg files for jackets and covers. If no cover is available, she scans the jacket and adjusts via Photoshop for appropriate size and resolution. The production coordinator checks conversion orders, adds the current date, gives instructions to Apex if a printer PDF will be needed, makes sure the ISBN for the digital e-vendor is correct. KML provides any needed changes to the book that Apex will incorporate (e.g., a new copyright change or corrections).

When corrections are done and proof is approved, Apex will convert to XML, EPUB 3.0.1, Mobi, and PDF and send a notification to the production coordinator when ebook files have been uploaded. Regular backlist books take about two weeks to be converted, and OCR projects require up to a month. The production coordinator downloads files from Apex's FTP site, posts to CUP's server, and notifies KML that files are ready for review.

KML reviews the EPUB, Mobi, and PDF files for redactions and conversion errors. Books that required OCR in some cases require a proofreader be hired if book scan introduced multiple systemic errors. If simple corrections are needed, KML makes them in house or the production coordinator is notified via email to arrange for Apex to complete the corrections. KML notifies the production coordinator when the ebooks are approved.

III. Launch

The production coordinator prepares files and uploads to Bibliovault (BV). KML updates the erights database to record that EPUB, Mobi, and PDF files are available. The production coordinator runs weekly reports on BV to check for errors and contacts Apex for fixes. MSK releases ebooks to vendors via BV. MSK distributes a monthly report on new ebook releases. For NEH Humanities Open Book Program titles MSK will work with Cornell library colleagues to enhance discoverability of this content and drive usage through the Press website and Cornell library repositories and via trusted repositories such as Hathi Trust, OAPEN, Project MUSE, and JSTOR.

CUP Ebook Conversion Timeline †													
Activity	2016 Quarterly Cycle												
	1st month of quarter:				2nd month of quarter:				3rd month of quarter:				
	January				February				March				
	April				May				June				
	July				August				September				
	October				November				December				
	Week												
	1	2	3	4	1	2	3	4	1	2	3	4	
Rights clearance													
Scan, review, and file contracts													
Review third-party rights													
Prepare and send out contract amendments													
Request ISBNs													
Request hard copies of books													
Prepare ebook orders													
Gather pdf and jpeg cover files (if available)													
Send hard copies of books to compositor													
Scanning and digitization													
Compositor scans and digitizes books													
Ebooks downloaded and reviewed *													
Approved ebooks uploaded													
Launch on open web													
† Chart reflects output of 5 converted titles per quarter													
* Poor quality OCR ebooks that require proofreading will add an extra 2-3 weeks to the schedule													

4f) Licenses

Titles in the Humanities Open Book Program will be governed by the following creative commons license: Attribution-NonCommercial-NoDerivs 3.0.

(<https://creativecommons.org/licenses/by-nc-nd/3.0/us/>)

This agreement defines the standard agreement we will use for all titles, recognizing that rights issues will vary from title to title. It provides standard protections and allows us to sufficiently protect our copyrights. This license allows users to copy and redistribute the material in any medium or format as long as proper attribution is provided. Material may not be used for commercial purposes.

4g) Marketing Plan

The goals for our OA marketing plan are to (1) drive usage and discoverability of OA titles across multiple platforms; (2) engage scholars and a wide range of potential readers and scholars through social media and email marketing; and (3) monitor analytics and measure the effectiveness of our campaigns for future titles.

1. Driving Usage and Discoverability and Use

- a. Establish a section of the Press website: “Cornell Open Book Community” and link the books by discipline
- b. Send eblasts to department chairs, scholars and book buyers in literary criticism and theory, Slavic studies and German studies at launch
- c. Link ebook titles from CUP social media platforms (the Sage House News blog, Twitter Feed, and Facebook)
- d. Link titles to Cornell department websites
- e. Deposit the content in repositories such as Hathi Trust, DPLA, OAPEN, Project MUSE and JSTOR to broaden access.

2. Engaging Readers and Scholars

- a. Work with Cornell library to maximize scholarly communication outlets and solicit essays and blogposts about the intellectual significance of these titles
- b. Feature selectors and scholars talking about the importance of selected titles in videos and blogposts on CUP social media platforms
- c. Leverage communication devices and social media platforms of JSTOR and Project MUSE to foster interaction
- d. Issue press releases to *Inside Higher Ed*, the *Chronicle of Higher Education*, the Association of College and Research Libraries, the American Library Association, and the Chartered Institute of Library and Information Professionals
- e. Work with the Cornell University’s Media Relations Office will further disseminate the news of the OA availability of the titles
- f. Identify strategies to reach out to new readers including students, teachers and general public

- g. Features the outcomes of the project and methodologies used during the project at conferences and tradeshow
- h. Promote the use of OA books in online learning initiatives such as MOOCs
- i. Enlist author to produce short videos on the scholarly influence and resonance of the book and how the field has evolved since he/she wrote the book.

3. Mining Analytics to Inform Future Campaigns

- a. Track usage by chapter-level download, institutions, and penetration by country
- b. Track usage and click-through rate
- c. Market aggressively to centers of excellence in these disciplines based on statistics
- d. Capture email addresses from POD sales
- e. Repeat and enhance successful digital marketing campaigns
- f. Experiment with altmetric measures as an indicator of use by analyzing the coverage of the books in social media and high-traffic scholarly blogs



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Budget Form

OMB No 3136-0134
Expires 7/31/2015Applicant Institution: **Cornell University Press**Project Director: **Dean J. Smith**Project Grant Period: **01/01/2016--12/31/2016**[click for Budget Instructions](#)

	Computational Details/Notes	(notes)	Year 1 01/01/2016- 12/31/2016	(notes)	Year 2	(notes)	Year 3	Project Total
1. Salaries & Wages								
Project Director (Dean Smith) Oversee management of project	104 hrs (\$ (b) (6) yr 1)	5%	\$(b) (6)	%		%		\$(b) (6)
Co-Project Director (Mahinder Kingra) MetaData creation & website upload	60 hrs (3h/title x 20) x \$(b) (6) yr 1	3%	\$(b) (6)	%		%		\$(b) (6)
Karen Laun- Manage: rights clearance; scanning quality control; and ePub3 conversion.	208 hrs (10h/title x 20) x \$(b) (6)	10%	\$(b) (6)	%		%		\$(b) (6)
		%		%		%		\$0
		%		%		%		\$0
		%		%		%		\$0
2. Fringe Benefits								
Cornell Endowed Rate	.349 of salaries		\$(b) (6)					\$(b) (6)
								\$0
3. Consultant Fees								
Legal (clearing rights)	\$50/hr x 30hrx wk x 12 wk	%	\$18,000					\$18,000
4. Travel								
Project Director	2 Day Trip to LOC (Ithaca-DC) Air:\$400, Car Rental/Cab: \$100, Per diem \$135x 2 days		\$770					\$770
								\$0
5. Supplies & Materials								
								\$0
6. Services								
Apex	Scan, produce & index-link 20 books @ \$410/bk		\$8,200					\$8,200
7. Other Costs								
	Digital marketing and website creation		\$10,000					\$10,000
8. Total Direct Costs	Per Year		\$61,048		\$0		\$0	\$61,048
9. Total Indirect Costs								
Agreement Date 02/26/2015, Endow. OSA Rate = 37%	Per Year	37%	\$22,587.62		\$0		\$0	\$22,588
10. Total Project Costs	(Direct and Indirect costs for entire project)							\$83,635
11. Project Funding	a. Requested from NEH <div style="float: right;"> Outright: \$83,635 Federal Matching Funds: \$0 TOTAL REQUESTED FROM NEH: \$83,635 </div> b. Cost Sharing <div style="float: right;"> Applicant's Contributions: \$0 Third-Party Contributions: \$0 Project Income: \$0 Other Federal Agencies: \$0 TOTAL COST SHARING: \$0 </div>							
12. Total Project Funding								\$83,635

Total Project Costs must be equal to Total Project Funding ----> (\$83,635 = \$83,635 ?)
Third-Party Contributions must be
greater than or equal to Requested Federal Matching Funds ----> (\$0 ≥ \$0 ?)

Teresa A. Ehling

tae@press.jhu.edu

JOHNS HOPKINS UNIVERSITY PRESS

PROJECT MUSE

ASSOCIATE DIRECTOR

AUGUST 2011 –

Manage content acquisitions and publisher relations activities for a leading provider of digital humanities and social science content for the scholarly community. Responsible for publisher recruitment and contract negotiations. In concert with the Director, develop strategies for growth and diversification of the business portfolio; monitor innovations (business models and technology) and recommend solutions to short- and long-term challenges.

Project MUSE was founded in 1995 as a collaborative venture between the Johns Hopkins University Press and the Milton S. Eisenhower Library at Johns Hopkins University. Funded by grants from the Mellon Foundation and the NEH, MUSE's goal was to strengthen scholarly communication by disseminating quality scholarship via a sustainable model that met the needs of both libraries and publishers. Project MUSE currently delivers 620 journals and 36,000 monographs from 246 university presses and not-for-profit scholarly publishers.

CORNELL UNIVERSITY PRESS [2010 – 2011]

Scholarly Publishing Strategist

MARCH 2010 – JULY 2011

Responsible for setting the ebook strategy for a major university press that publishes ~150 scholarly monographs and trade books per year. Recipient of a 2010 officers' grant from the Andrew W. Mellon Foundation to develop a business plan and feasibility study for an open innovation challenge program targeted to the scholarly publishing community. Principal investigator for a Mellon-funded project to study the potential impacts of demand-driven acquisitions praxis by academic libraries on the scholarly publishing industry.

CORNELL UNIVERSITY LIBRARY

Director

Center for Innovative Publishing

MAY 2003 – JULY 2010

Executive Director, Project Euclid <projecteuclid.org>. Responsible for the administration and financial management of Project Euclid, a complex, collaborative, non-profit online publishing initiative for mathematics journals, monographs and related resources. Acquisition of new journal content was a priority. Project Euclid was funded by The Andrew W. Mellon Foundation in 2000. It reached cost sustainability at the end of 2005 and now delivers 60 journals, plus historical monographs and conference proceedings, from 38 not-for-profit and commercial publishers worldwide. Initiated and successfully completed the transition of operational responsibilities for Project Euclid to Duke University Press effective FQ4:08; earned \$250,000 in net income for the library from the merger.

Scholarly Communications Strategist. Responsibilities included business and sustainability planning for arXiv, the signal e-print repository established by Paul Ginsparg, in 1991; business modeling for a Cornell Library–Cornell Press sponsored monograph series (*Signale*) initiated by the Department of German Studies; collaborated with collection development officers and selectors on scholarly communications initiatives. Primary liaison between the Library and the Cornell University Press.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY [1984 – 2003]
The MIT Press

Director
The Digital Projects Lab
1996 – 2003

Responsible for setting the agenda and coordinating the activities of the Lab, the Press's innovative publishing unit. The DPL was established as a "field station" where the Press could develop prototypical electronic products for the scholarly communities we have served so well in print. Our focus was primarily on the design of on-line scholarly communities. In the fall of 2000 the DPL launched its first prototype, CogNet <cognet.mit.edu>, a site for the brain and cognitive sciences; ArchNet <archnet.org>, a site devoted to Islamic architecture and related arts, was deployed in September 2001. Forged a research partnership with Hewlett-Packard Labs (Bristol, England and Palo Alto, California) in 2000 to digitize, remaster, and repurpose the Press's stranded assets—approximately 2000 out of print books and journal issues. Team leader for two OpenCourseWare task forces: File Conversion and Metadata. Ex officio member of the MIT Libraries Metadata Advisory Group. Management responsibility for three project budgets and five FTEs.

Electronic Publisher
1993 – 1995

Designed and implemented the Press's first on-line catalogue (Gopher), then set up its first Unix-based web server (1994). Project manager for our first on-line book, *City of Bits* (1995). Production editor and advisor for the Press's online publishing program, specializing in high-end typesetting systems (TeX).

Senior Acquisition Editor for Computer Science
1984 – 1994

Acquisition, contract negotiations, project development, and marketing and promotion analysis of scholarly professional, text, and trade books in computer science, new technologies, and related areas. Current and forward list management for a program generating \$1.7 million in revenue. Established Internet (then called the ARPAnet) access in April, 1986 to facilitate communication with authors; encouraged the use of FTP in the late 1980s for the submission of author-prepared camera-ready files.

MAHINDER S. KINGRA

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T: (b) (6)

Employment

CORNELL UNIVERSITY PRESS | Ithaca, New York

Director of Marketing, July 2004–present

THE JOHNS HOPKINS UNIVERSITY PRESS | Baltimore, Maryland

Trade Publicist/Publicity Manager, April 1996–June 2004, and Associate Editor, April 2002–June 2004

DUKE UNIVERSITY | Durham, North Carolina

Research and Teaching Assistant, September 1990–May 1993 and September–December 1994

HARCOURT BRACE JOVANOVIĆ | New York, New York

Publicity Assistant, March 1989–March 1990

Education

DUKE UNIVERSITY | Durham, North Carolina

M.A. in History, September 1990–May 1993 and September–December 1994

- Fields: British Empire & Commonwealth, Military History, Modern India, and Post-Colonial Literature
- Recipient of merit-based Laprade Scholarship, which provided full tuition and stipend for three years
- Master's Thesis, "The Trace Italienne and the Military Revolution During the Eighty Years' War, 1567–1648," published in the *Journal of Military History*, July 1993

COLUMBIA COLLEGE, COLUMBIA UNIVERSITY | New York, New York

B.A. in History, September 1985–January 1989

- Graduated cum laude

TRINITY HALL, CAMBRIDGE UNIVERSITY | Cambridge, England

Junior Year Abroad, October 1987–June 1988

Karen M. Laun

(b) (6)

(b) (6)

(b) (6)

Senior Production Editor 2002–present
Digital Publishing Editor 2013–present
Cornell University Press, Ithaca, NY

As Senior Production Editor, I managed the editorial process from manuscript to bound book for 25 to 30 books per year—hiring freelance copyeditors, providing editing instructions, reviewing editing for quality and adherence to the Chicago Manual of Style, controlling schedules and costs, preparing final manuscripts and art for composition, reviewing proofs, and editing cover and catalog copy. As Digital Publishing Editor, I developed workflow and style guidelines for ebooks and other digital projects, researched developments in digital publishing technology, and oversaw the conversion of backlist books to ebooks. In these positions I also:

- Edited or proofread manuscripts
- Evaluated book proposals for editorial concerns before contract is offered
- Evaluated and hired new freelance copyeditors
- Updated the editorial procedures guide and created a database of freelance copyeditors
- Wrote new author guidelines for manuscript preparation and improved the quality of submissions
- Was awarded a grant in 2011 from the American Association of University Presses to study digital publishing at MIT Press
- Coordinated the press-wide database selection committee and wrote the final proposal
- Wrote and regularly updated a digital publishing guide for the press
- Developed and managed the process for the press's first digital-only publications, including learning to edit epub files

Communications and Research Associate, Oxfam America, Boston, MA 2000–2001
Assisted Oxfam's president with writing and editing articles, letters, and speeches.

Managing Editor, School of Slavonic and East European Studies, London 1998–1999
Oversaw the production of the journal Slovo, supervising staff, establishing editorial procedures, and reestablishing financial stability.

Copywriter, Saga Holidays International, Boston, MA 1997–1998
Wrote tour descriptions for highly illustrated travel catalogs and brochures.

English Language Lecturer, Adam Mickiewicz University, Poznan, Poland 1994–1996
Developed curriculum for and taught upper-level English language speaking and writing classes.

Researcher, Washington Service Bureau, Washington, DC 1992–1994

EDUCATION

B.A. - International Relations, 1992, American University, Washington, DC

B.A. - German/West European Area Studies, 1992, American University, Washington, DC

M.A. - East European Studies, 1999, School of Slavonic and East European Studies, London

TECHNOLOGY SKILLS: Microsoft Word (PC and Mac), Excel, Filemaker, Adobe Acrobat Pro, XML, epub

**Oya Y. Rieger, Associate University Librarian,
Scholarly Resources & Preservation Services & arXiv Program Director
Cornell University Library, Ithaca, NY 14853 rieger@cornell.edu**

Full CV: <http://vivo.cornell.edu/display/individual23129>

Rieger oversees the Library's scholarly resources, digitization, online repository, digital preservation, electronic publishing, digital humanities, and e-scholarship initiatives. She has provided leadership in various digitization and online publishing initiatives that explore and promote new models of scholarly communication.

Education

Ph.D. Communication with concentration in Human Computer Interaction, Cornell University

M.S. Library Science with concentration in Information Systems, Columbia University

M.P.A. in Public Administration, University of Oklahoma

B.S. in Economy and Administrative Sciences, Middle East Technical University

Selected Publications

- Enduring Access to Rich Media Content: Understanding Use and Usability Requirements. D-Lib Magazine. To be published in July 2015. (Co-authored with Mickey Casad & Desiree Alexander).
- Oya Y. Rieger. American Society for Information Science and Technology. 39 (1). 2013.
- Assessing the Value of Open Access Information Systems: Making a Case for Community-Based Sustainability Models. *Journal of Library Administration*. 51:485-506. 2011
- Framing Digital Humanities: The Role of New Media in Humanities Scholarship. *First Monday*. 15. 2010
- Enduring Access to Special Collections: Challenges and Opportunities for Large-Scale Digitization Initiatives. *RBM: A Journal of Rare Books, Manuscripts, and Cultural Heritage*. 11:11-22. 2010
- Access to Digitized Books: Organizational and Technical Framework. *International Journal of Digital Curation*. 4. 2009
- Preservation in the Age of Large-Scale Digitization: A White Paper. *Council on Library and Information Science Resources Reports*. 2008
- Implementing a Digital Imaging and Archiving Program: Technology Meets Reality. *Proceedings of Archiving 2004: IS&T Archiving Conference*. 191-194. 2004
- Moving Theory into Practice: Digital Imaging for Libraries and Archives. Mountain View, CA: Research Libraries Group. 2000
- Risk Management of Digital Information: A File Format Investigation. Washington, DC: Council on Library and Information Resources. 2000

Recent Selected Presentations

- E-journal Archiving: Changing Landscape (with Lars Bjørnshauge, Mark Jordan, Bernie Reilly, *Coalition for Networked Information (CNI) Forum*, Fall 2014, Washington, DC.,US.
- Between Publication Culture and Funder Mandates - What is the Future for Disciplinary Repositories? Open Repositories Conference, June 2014, Helsinki, Finland.
- Future Opportunities for Collaboration: Closing Remarks. *Aligning National Approaches to Digital Preservation II*, November 2013, Barcelona, Spain.
- Perspectives, Ideas, Success and Challenges of Sustainability Models, *Legal and Sustainability Issues for Open Access Infrastructures*, November 2013, Vilnius, Lithuania
- Innovation and Libraries, *Future of Libraries*, February 2013, Ankara, Turkey
- Business Model Development for Scientific Repositories, *Research Data Access and Preservation Summit* 2012, New Orleans, LA, US.
- Research Data Overview, *Nordbib Konferanse 2012: Structural Frameworks for Open, Digital Research*, 2012, Copenhagen, Denmark.
- Social Informatics: An Analytical Framework for Understanding the Digital Practices of Humanities Scholars, *4th International Conference on Qualitative and Quantitative Methods in Libraries*, 2012, Limerick, Ireland.

Selected Professional Highlights

- Coalition for Open Access Repositories (COAR), Executive Board Member, 2015-
- Co-PI, Strategies for Expanding eJournal Preservation (Mellon-funded Project), 2013-
- Co-PI, Preservation and Access Framework for Digital Art Objects (NEH-funded) project, 2013-
- Center for Research Libraries (CRL), Trusted Digital Repositories Certification Advisory Panel Member 2009 –
- OpenAIRE Sustainability Project (European Union funded research project), Advisory Group Member, 2011-2014
- National Library of New Zealand, National Digital Heritage Archive Program, Advisor, 2006-2011
- NISO Technical Metadata for Digital Still Images Standards Committee, Co-chair, 2000-2006
- Best Paper Award, *Annual CHI Conference on Human Factors in Computing Systems* (co-authored paper), 2008.
- Waldo Gifford Leland Award of the Society of American Archivists for *Moving Theory into Practice: Digital Imaging for Libraries and Archives* (co-authored with Anne R. Kenney), 2002.
- Esther J. Piercy Award for Outstanding Promise for Professional Contributions and Leadership (American Library Association), 2001

DEAN SMITH

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EDUCATION

COLUMBIA UNIVERSITY · New York, New York

Master of Fine Arts, Creative Writing, 1989

UNIVERSITY OF VIRGINIA · Charlottesville, Virginia

Bachelor of Arts, English, 1985

EXPERIENCE

CORNELL UNIVERSITY PRESS

Director (April 2015 to present)

Lead a \$5 million publishing firm in the humanities and social sciences and oversee all publishing and distribution activities for 2,900 titles in print and a frontlist of 120 titles per year. Supervise staff of 40.

THE JOHNS HOPKINS UNIVERSITY PRESS/PROJECT MUSE

Director, Project MUSE (March 2010 to March 2015)

Direct all digital publishing activities – content acquisition and development, technology, product development, and sales and marketing -- for the leading platform of scholarly content in the humanities and social sciences which hosts more than 600 journals and 25,000 e-books. Acquire high quality book and journal content from not-for-profit scholarly publishers; expand access, drive usage, generate revenues and deliver annual royalties in excess of \$17 million to more than 200 publishers. Responsible for revenues in excess of \$27 million and a budget of \$6.5 million. Supervise staff of 35.

Key Accomplishments:

- Launched first-ever integrated multi-publisher digital book and journal platform in the humanities and social sciences on Project MUSE
- Acquired 200+ new scholarly journals for the platform since 2010
- Founded the University Press Content Consortium (UPCC) with 100 publishers and 25,000 books; generating \$10million in revenues and breaking even in 18 months
- Exceeded \$22M in revenues for the first time in 2013; grew MUSE overall revenues from \$18 to \$26M since 2010
- Adjunct Professor at George Washington University; presentations at Modern Language Association, Charleston Conference Plenary Session, ALPSP, AAUP and STM Master Class

THE AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT

Director, Content (November 2008 to March 2010)

Led the acquisition, production, marketing and distribution of 300 books, one flagship magazine, 12 newsletters, bookstore sales, retail trade distribution and 6 research reports in the fields of workplace learning, leadership development, business management and training. Set strategies for new institutional and global markets as well as a digital product line. Responsible for generating revenues in excess of \$5M. Supervise a staff of 20.

Key Accomplishments:

- Created a digital publishing strategy for ASTD Press
- Established an XML-based workflow for ASTD Press and T+D Magazine
- Developed social networking strategy for T+D Magazine and ASTD Press
- P&L responsibility for ASTD Press, T+D Magazine, Benchmarking Forum and ASTD Research
- Organized bookstore at Annual Meeting with 19,000 volumes and generated \$200k in revenues
- Devised a licensing strategy to institutions that generated more than \$500k in first year

THE AMERICAN CHEMICAL SOCIETY

Vice President, Sales & Marketing (July 2004 to May 2008)

Led an international sales and creative marketing staff of sixty-five in the global positioning and branding of 40 books, 35 journals and one magazine in chemistry and the related sciences. Directed global sales and marketing, new product launches, customer service, product management, advertising (online and print) and sales administration for both the US and UK operations. Developed long-term strategies for key strategic issues such as pricing, linking, archiving, abuse monitoring, and open access. Responsible for generating revenues in excess of \$120M. Managed a budget in excess of \$9.5M.

Key Accomplishments:

- Exceeded sales target for 10 straight years in growing business from \$45 to \$120 million
- Launched 15 new journals and exceeded sales targets for all
- Served on Society-wide branding task force
- Developed new usage-based pricing model for ACS Journals
- Achieved access for ACS Journals in 80 countries
- P&L responsibility for all journals
- Chosen as one of top 10 executives at ACS

Assistant Director, Sales & Marketing (December 2001 to July 2004)

Directed a global sales force of 12 account managers and inside sales staff worldwide. Expanded ACS Web Edition business in Canada, Latin America and China. Worked with international consortia worldwide. Developed long-term strategies for pricing the ACS Web Editions and ACS Journal Archives. Worked closely with new product development on the acquisition and launch of new products. Developed and implemented systems for renewals, usage reports and abuse monitoring. Responsible for \$70M in print and Web revenues.

Key Accomplishments:

- Expanded ACS Web Edition business by an average of 80% per year since 1998
- Established first overseas ACS sales office in Oxford
- Positioned and sold the ACS Journal Archives

Presentations:

- Presented at the Special Libraries Association, Vendors Roundtable, 2001 - 2003
- Presented paper to the ACS Chemical Information Division on "Small College Access to ACS Web Editions"

Sales Manager (December 1997 to December 2001)

Established and managed the first-ever publication sales team for the American Chemical Society. Executed sales and marketing activities for ACS print and web editions, and magazines to academic, corporate, and governmental institutions on a global scale. Worked with membership to devise programs to incorporate flagship magazine into membership programs. Drove print and web sales through subscription agents, site visits, exhibits, and all sales channels: direct mail, renewals, space ads, e-mail, and fax alerts. Organized sales visits and developed global strategies. Managed a budget of \$1.7M and a revenue stream of \$60M. Supervised a staff of six.

Key Accomplishments:

- Organized ACS Library Advisory Group
- Published first-ever ACS Library Newsletter
- Developed ACS "Know-it-Now" Web Edition Campaign
- Created ACS Sales Department

Presentations:

- "Licensing ACS Web Editions," Council for Biology Editors, May 4, 1998, Salt Lake City Utah
- "ACS Web Editions: Product Review," Special Libraries, June 1999
- "Managing Change," International Coalition of Licensed Consortia, December 2000

CHAPMAN & HALL-NEW YORK INC.**November 1993 to December 1997****Director, Electronic Publishing (January 1997 to December 1997)**

Managed all aspects of medical electronic publishing program for Thomson Science US. Actively acquired and developed cross-platform products for all publishing teams. Established P&L procedures, electronic standards of performance, marketing plans, sales channels, and strategic initiatives for approximately 20 medical CD-ROMS, three online publications, and 100 biomedical titles. Met production deadlines and gross margin targets for all publications. Managed a staff of four.

Key Accomplishments:

- Developed an online pathology image database
- Launched Merck Dictionary CD
- Launched Current Opinion series online
- Centralized electronic product resources into one functioning unit
- Digitized 100 biomedical titles
- Built electronic intranet site

Frank S. Smith

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work: 212-358-6421

email:

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Summary of Professional Experience

JSTOR, 2011 - present

Director of Books

Cambridge University Press, 1978 - 2011

2009 – 2011: Director of Digital Publishing (Global)

2004 - 2009: Editorial Director, Americas

1993 - 2004: Publishing Director, Social Sciences

1988 - 1993: Executive Editor

1981 - 1988: Editor, History

1978 - 1981: Editorial Assistant

Other experience

1974: Staff Director, State Democratic Party of Kansas

Degrees

2005 MA University of Cambridge

1977 BA Grinnell College

Management experience

Director of Books at JSTOR (2011 to present)

- Organized and led project teams in New York and Ann Arbor to build ebook platform.
- Launched new business for JSTOR November 2012.
- Negotiated contracts with 38 publishers.
- Negotiated contracts with external vendors, including software development and wholesalers.

Director of Digital Publishing (Global) Cambridge

Books Online (2008 to present)

- Organized and led project teams in New York, Cambridge, and Manila.
- Delivered working platform in fifteen months.
- Launched January 2010 with 6500 titles.
- Sales of \$5 million in sixteen months; customers in over 30 countries.
- First publisher ebook platform to offer full customization of collections.
- Upgraded search engine to faceted search and full search across Cambridge journals and books (September 2010).
- Launched eReviews module, allowing view of “exam” or “inspection” copies by professors (September 2010).

Other digital projects

- Managed **Cambridge Companions Online** and **Cambridge Histories Online** and eight other digital products.
- Managed new product development, including special testing sites for anesthesia and radiology; special sites for the International Law Reports and the World Trade Organization.
- Managed third-party relationships: Amazon (Kindle); Google; Apple, netLibrary; ebrary, MyiLibrary, EBL, and thirty other aggregators. \$6 million annual turnover.
- Directed five staff in New York and nineteen in Cambridge, UK.
- Managed POD program, run primarily from Cambridge, UK. Seven dedicated staff. POD earned over £14 million annually. Negotiated agreements for POD vendors in Japan, Singapore, and Australia.

- Managed Cambridge Library Collection (CLC), an innovative project to reprint important out of copyright scholarly books from all publishers. Eight dedicated staff. 3000 titles scanned and available for sale. Sales over £1 million in first year.

Historical Statistics of the United States: 1996 – 2006

- Worked closely with five academic editors on organization and structure, including planning for simultaneous print and digital editions.
- Managed relationships with over 200 academic contributors -- economists, historians, political scientists, sociologists.
- Led digital software vendor selection process.
- Upon publication in February 2006 the **Historical Statistics** was the subject of major articles in *The New York Times*, *The Washington Post*, *Newsweek*, and many other publications.
- Combined revenues (print and online editions) over \$3.75 million to date.

Editorial Management

2004 – 2009: Editorial Director, Americas: Managed 15 editors in the humanities, social sciences, and the sciences. 450 new books published each year. Revenue from new books in 2009 of \$28 million.

1999 – 2004: Publishing Director: Managed five social sciences editors -- politics, economics, psychology, sociology, history -- and five science editors -- mathematics, computer science, biology, engineering, and medicine.

1993 – 1999: Executive Editor: Managed five social sciences editors -- politics, economics, psychology, sociology, history.

Editorial projects

Reference and other multivolume projects

The Cambridge History of Law in America – 2008; three vols.; editors: Michael Grossberg and Christopher Tomlins

The Cambridge World History of Food – 2000; two vols.; editor Kenneth F. Kiple

The Cambridge Economic History of the United States – 2000; three vols.; editors: Robert W. Gallman and Stanley Engerman

The Cambridge History of the Native Peoples of the Americas – 1996; six vols.; editors: Bruce Trigger, Wilcomb Washburn, R.E.W. Adams, Murdo MacLeod, Frank Salomon, Stuart Schwartz

The Cambridge History of American Foreign Relations -- 1993; four vols.; editor: Warren Cohen

The Cambridge World History of Disease – 1992; editor: Kenneth F. Kiple

Book series (partial list)

Cambridge Military Histories – est. 2000; academic editors: Hew Strachan, Oxford University; Geoffrey Wawro, North Texas State University -- 17 vols. published

Cambridge Latin American Studies -- est. 1967, reconstituted 1996; academic editor: Herbert Klein, Columbia University -- 30 vols. published since reconstitution

Cambridge Historical Studies in American Law and Culture – est. 1994; academic editor: Chris Tomlins, University of California, Irvine – 15 vols. published

New Perspectives on Latin America – est. 1991; academic editor: Stuart Schwartz, Yale University-- 15 vols. published

Publications of the German Historical Institute, Washington, D.C. – est. 1989 -- 45 vols. published

Studies in North American Indian History – est. 1988; academic editors: Fred Hoxie, University of Illinois, Neal Salisbury, Smith College -- 30 vols. published

Studies in Comparative World History – est. 1984; academic editors: Philip D. Curtin, The Johns Hopkins University (deceased); Michael Adas, Rutgers University -- 20 vols. published

K i z e r S. W a l k e r

309 Uris Library Cornell University Ithaca, NY 14853
607 254-1375 kw33@cornell.edu

Education

M.L.S. 2001	Syracuse University, School of Information Studies
Ph.D. 1999	Cornell University, German Studies
B.A. 1989	University of California at Santa Cruz, Language Studies

Professional Experience

Librarianship

Currently	Director of Collections, Cornell University Library
2010 – 2014	Director of Collection Development, Cornell University Library
2009 – 2010	Assistant to the Associate University Librarian (AUL) for Scholarly Resources and Special Collections, Cornell University Library
Since 2005	Bibliographer for German Studies, Cornell University Library
Since 2003	Bibliographer for Classics, Ancient Near Eastern Studies, and Archaeology, Cornell University Library
2005 – 2008	Olin Library Collection Development Coordinator, Department of Collections, Reference, Instruction, and Outreach; Public Services & Assessment Unit, Cornell University Library
2002 – 2006	Project Manager, Kinematic Models for Design Digital Library (http://kmoddl.library.cornell.edu), Cornell University Library <i>Collection on the history and theory of machines, supported by the National Science Foundation (NSF) and the Institute for Museum and Library Services (IMLS).</i>
2004 – 2005	Instruction Librarian, Department of Instruction and Learning; Division of Instruction, Research, and Information Services, Cornell University Library
2001 – 2004	Digital Projects Librarian, Engineering, Mathematics, and Physical Sciences Libraries, Cornell University

Scholarly Communication

- Currently Managing Editor, *Signale: Modern German Letters, Cultures, and Thought* (<http://signale.cornell.edu/>). A monographic series in German Studies, jointly published by Cornell University Library and Cornell University Press in electronic and print formats.
- 1990 – 1992 Assistant Editor, *New German Critique* (issues 51-56; also issue 78 in 1999)

Teaching

- Spring 2010 Adjunct Faculty Member, School of Information Studies, Syracuse
and Fall 2008 University
- 1999 – 2000 Lecturer, Department of German Studies, Cornell University
- 1997 – 1999 Teaching Assistant, Department of German Studies, Cornell University
- 1991 – 1993 Teaching Assistant, Department of German Studies, Cornell University

Selected Publications

Kizer Walker. "Re-Envisioning Distributed Collections in German Research Libraries – A View from the U.S.A." *Bibliothek: Forschung und Praxis* 39.1 (2015): 1–6. DOI 10.1515/bfp-2015-0007.

Joseph J. Esposito, Kizer Walker, and Terry Ehling. "The New Supply Chain and Its Implications for Books in Libraries." *EDUCAUSE Review* 47.5 (September/October 2012): 58-59. <http://net.educause.edu/ir/library/pdf/ERM1256.pdf>.

Kizer Walker. "Patron-Driven Acquisition in U.S. Academic Research Libraries: at the Tipping Point in 2011?" *Bibliothek: Forschung und Praxis* 36.1 (March 2012) 126-130. DOI: 10.1515/bfp-2012-0015.

Kizer Walker. Trans. *Class Cleansing*, by Victor Zaslavsky. New York: Telos, 2008.

Kizer Walker and Barbara H. Kwaśnik. "Providing Access to Collected Works." Co-published simultaneously in *Cataloging & Classification Quarterly* 33.3/4 (2002): 211-24 and *Works as Entities for Information Retrieval*. Ed. Richard Smiraglia. Binghamton, NY: Haworth, 2002.

Gary Ulmen and Kizer Walker. Trans. "The Land Appropriation of a New World," by Carl Schmitt. *Telos* 109 (Fall 1996): 29-80.

Kizer Walker. "The Persian Gulf War and the Germans' 'Jewish Questions': Transformations on the Left." *Reemerging Jewish Culture in Germany: Life and Literature Since 1989*. Ed. Sander L. Gilman and Karen Remmler. New York: New York UP, 1994.



May 21, 2015

Karen Kerr
Design and Production Manager
Cornell University Press
512 E State St.
Ithaca, NY 14850

Apex CoVantage
200 Presidents Plaza
198 Van Buren Street
Herndon, Virginia 20170-5338

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Re: Apex CoVantage Commitment for NEH Humanities Open Book Project

Dear Ms. Kerr,

Apex CoVantage is pleased to confirm our commitment to working with Cornell University Press on the above referenced project. We understand that CUP will be submitting a grant proposal for this work. Apex affirms that we have the experience and resources to convert titles using EPUB 3.0.1 or a later version, and that each ebook will have metadata embedded into the file, following the recommendations of the *Best Practices for Product Metadata* of the Book Industry Study Group (BISG).

Sincerely,

Margaret Boryczka
President, Content Solutions

8. List of books and other appendices

The following is a list of out-of-print books from the Cornell University Press backlist that we will include in our ebook conversion program in the first year of NEH Open Book funding. This selection is provisional—rights research has not been conducted.

Literary Criticism and Theory

Brantlinger, Patrick. *Bread and Circuses: Theories of Mass Culture as Social Decay* (1983)

Castle, Terry. *Clarissa's Ciphers: Meaning and Disruption in Richardson's Clarissa* (1982)

Dean, Carolyn J. *The Self and Its Pleasures: Bataille, Lacan, and the History of the Decentered Subject* (1992)

Lutz, Tom. *American Nervousness, 1903: An Anecdotal History* (1993)

Rooney, Ellen. *Seductive Reasoning: Pluralism as the Problematic of Contemporary Literary Theory* (1989)

Toker, Leona. *Nabokov: The Mystery of Literary Structures* (1989)

Wetherbee, Winthrop. *Chaucer and the Poets: An Essay on Troilus and Criseyde* (1984)

Williams, Carolyn. *Transfigured World: Walter Pater's Aesthetic Historicism* (1989)

Slavic Studies

Blobaum, Robert E. *Rewolucja: Russian Poland, 1904–1907* (1995)

Clem, Ralph S., ed. *Research Guide to the Russian and Soviet Censuses* (1986)

Coopersmith, Jonathan. *The Electrification of Russia, 1880–1926* (1992)

David-Fox, Michael. *Revolution of the Mind: Higher Learning among the Bolsheviks, 1918–1929* (1997)

Edelman, Robert. *Proletarian Peasants: The Revolution of 1905 in Russia's Southwest* (1987)

Kollmann, Nancy Shields. *By Honor Bound: State and Society in Early Modern Russia* (1999)

Mally, Lynn. *Revolutionary Acts: Amateur Theater and the Soviet State, 1917–1938* (2000)

Steiner, Peter. *Russian Formalism* (1984)

German Studies

Hohendahl, Peter Uwe, *The Institution of Criticism*, 1982

Hohendahl, Peter Uwe, *Building a National Literature: The Case of Germany, 1830–1870*, 1989

Hohendahl, Peter Uwe, *Reappraisals: Shifting Alignments in Postwar Critical Theory*, 1991

Warburg, Aby, *Images from the Region of the Pueblo Indians of North America*, 1995

Title: *Bread and Circuses: Theories of Mass Culture as Social Decay*

Author: Patrick Brantlinger

Disciplines: Literary Criticism and Theory, Intellectual History

Edited collection? No.

Year of Publication: 1983

Publisher: Cornell University Press

Page count: 312 pages

Current digital status: Available in paper form only

Abstract:

Lively and well written, *Bread and Circuses* analyzes theories that have treated mass culture as either a symptom or a cause of social decadence. Discussing many of the most influential and representative theories of mass culture, it ranges widely from Greek and Roman origins, through Marx, Nietzsche, Freud, Ortega y Gasset, T. S. Eliot, and the theorists of the Frankfurt Institute, down to Marshall McLuhan and Daniel Bell. Brantlinger considers the many versions of negative classicism and shows how the belief in the historical inevitability of social decay—a belief today perpetuated by the mass media themselves—has become the dominant view of mass culture in our time. While not defending mass culture in its present form, Brantlinger argues that the view of culture implicit in negative classicism obscures the question of how the media can best be used to help achieve freedom and enlightenment on a truly democratic basis.

Intellectual significance of the book:

Patrick Brantlinger is James Rudy Professor of English (Emeritus) at Indiana University. He is the author of many books, including *Dark Vanishings*, *Fictions of State*, *Rule of Darkness*, and *Bread and Circuses*, all in print from Cornell. Reviving *Bread and Circuses* as an ebook would provide readers with the ability to follow the progression of Brantlinger's thought, which provides a historically and theoretically informed perspective on literature, from the beginning of his career. We could readily promote the availability of the open access edition in our marketing materials for Brantlinger's other books as well as with the other titles in the Open Book Program. Jonathan Culler highlighted *Bread and Circuses* among titles on our long list.

Bread and Circuses was well reviewed across disciplines at the time of its initial publication:

"Brantlinger's substantial insights are worthy of reflection—insights, for example, on the equivocal position of religion vis-à-vis elitism and mass culture or the hitherto insufficiently noted recurrence of classicist nostalgia in essentially nonclassicist ages. The book remains useful and thought-provoking."—*American Historical Review*

"*Bread and Circuses* is a valuable analysis of attitudes toward not only mass culture but also theories of social order, utopian (and dystopian) possibilities, and the connections between literature and politics."—*Criticism*

Cost challenges: None

Title: *Clarissa's Ciphers: Meaning and Disruption in Richardson's Clarissa*

Author: Terry Castle

Discipline: Literary Criticism and Theory

Edited collection? No.

Year of Publication: 1982

Publisher: Cornell University Press

Page count: 204 pages

Current digital status: Available in paper form only

Abstract:

As Samuel Richardson's 'exemplar to her sex,' *Clarissa* in the eponymous novel published in 1748 is the paradigmatic female victim. In *Clarissa's Ciphers*, Terry Castle delineates the ways in which, in a world where only voice carries authority, *Clarissa* is repeatedly silenced, both metaphorically and literally. A victim of rape, she is first a victim of hermeneutic abuse. Drawing on feminist criticism and hermeneutic theory, Castle examines the question of authority in the novel. By tracing the patterns of abuse and exploitation that occur when meanings are arbitrarily and violently imposed, she explores the sexual politics of reading.

Intellectual significance of the book:

Since publishing *Clarissa's Ciphers* with Cornell University Press while a Junior Fellow at Harvard University, Terry Castle has gone on to a distinguished career. She has published many books that have transformed feminist approaches to literature and culture, including *The Apparitional Lesbian* and *Boss Ladies, Watch Out!* The late Susan Sontag described Castle as "the most expressive, most enlightening literary critic at large today." Castle, Walter A. Haas Professor in the Humanities at Stanford University, is a public intellectual who frequently publishes essays in *London Review of Books*, *Atlantic*, *New Republic*, *Times Literary Supplement*, *New York Times Book Review*, and other periodicals.

Fred Muratori of Cornell University Library notes that the print edition of *Clarissa's Ciphers* circulates frequently (thirty times in the last five years) and has garnered more than one hundred citations in Web of Science (fifteen in the last five years). Although the book received several challenging reviews at the time of publication—Castle was criticized for making use of the tools and language of deconstruction at a time when they were not frequently deployed in relation to the eighteenth-century novel—*Clarissa's Ciphers* will continue to draw an audience among those who follow Castle's writing as well as young scholars approaching *Clarissa* for the first time.

Cost challenges: None

Title: *The Self and Its Pleasures: Bataille, Lacan, and the History of the Decentered Subject*

Author: Carolyn J. Dean

Disciplines: Literary Criticism and Theory, Psychoanalysis, Intellectual History

Edited collection? No.

Year of Publication: 1992

Publisher: Cornell University Press

Page count: 288 pages

Current digital status: Available in paper form only

Abstract:

Why did France spawn the radical poststructuralist rejection of the humanist concept of ‘man’ as a rational, knowing subject? In this innovative cultural history, Carolyn J. Dean sheds light on the origins of poststructuralist thought, paying particular attention to the reinterpretation of the self by Jacques Lacan, Georges Bataille, and other French thinkers. Arguing that the widely shared belief that the boundaries between self and other had disappeared during the Great War helps explain the genesis of the new concept of the self, Dean examines an array of evidence from medical texts and literary works alike. *The Self and Its Pleasures* offers a pathbreaking understanding of the boundaries between theory and history.

Intellectual significance of the book:

Carolyn J. Dean is John Hay Professor of International Studies at Brown University. She is the author of several books, including *The Fragility of Empathy after the Holocaust* and *Aversion and Erasure: The Fate of the Victim after the Holocaust*, both in print from Cornell. We will be able to announce the availability of the ebook of *The Self and Its Pleasures* in our marketing materials for her other titles as well as with the other Open Book Program selections. Fred Muratori of Cornell University Library notes the active circulation history of this book (fifty-six) and the fact that it has more than fifty-five citations in Web of Science (eleven in the past five years), which demonstrates the continuing interest it holds for scholars.

The Self and Its Pleasures was well reviewed upon publication:

“Carolyn J. Dean’s book is an intelligent, well-researched, and thought-provoking study of an important problem in modern cultural and intellectual history. Focusing on the difficult work of Jacques Lacan and Georges Bataille, Dean furnishes a critical history of the decentered subject in early twentieth-century France—a history that has broader implications given the widespread influence of modern French thought.”—*American Historical Review*.

“Carolyn J. Dean’s central question in this complex and allusive book is ‘why has France been the home of a certain model of self-dissolution?’, and the answer is pursued largely in the criminological and psychoanalytical domain, eschewing the more literary ‘death of the author’ institutionalized by Barthes.”—*Modern Language Review*

Cost challenges: Contains four illustrations.

Title: *American Nervousness, 1903: An Anecdotal History*

Author: Tom Lutz

Disciplines: Literary Criticism and Theory, Psychoanalysis

Edited collection? No.

Year of Publication: 1993

Publisher: Cornell University Press

Page count: 344 pages

Current digital status: Available in paper form only

Abstract:

Hysteria, insomnia, hypochondria, asthma, skin rashes, hay fever, premature baldness, inebriety, nervous exhaustion, brain-collapse: all were symptoms of neurasthenia, the bizarre psychophysiological illness that plagued America's intellectual and economic elite around the turn of the century. In this lively and compelling book, Tom Lutz explores the origins of "American nervousness," which had an impact on the lives and works of such diverse figures as Theodore Roosevelt, Henry and William James, Edith Wharton, W. E. B. Du Bois, and Charlotte Perkins Gilman.

Intellectual significance of the book:

Tom Lutz is the founder and editor of *Los Angeles Review of Books* and Professor of Creative Writing at University of California, Riverside. His other books include *Cosmopolitan Vistas: American Regionalism and Literary Value* (in print from Cornell University Press), *Doing Nothing: A History of Loafers, Loungers, Slackers, and Bums*, and *Crying: The Natural and Cultural History of Tears*. Fred Muratori of Cornell University Library notes the active circulation history of this book (twenty-seven) and the fact that it has more than 155 citations in Web of Science (twenty-three in the past five years); the topic will remain of interest as long as Americans remain anxious and as long as scholars of literature and culture find inspiration in how societies label, treat, and accommodate mental and physical illnesses. Lutz's continuing visibility as an author, editor, and teacher will ensure that this title finds an audience as an ebook, and we can promote the ebook in our marketing materials for *Cosmopolitan Vistas* as well as in a group with other Open Book Program titles.

American Nervousness, 1903 received several high-profile reviews:

"Lutz offers a fresh panoramic perspective to the complex give-and-take between illness and the artistic and intellectual imagination."—*New York Times Book Review* (*New York Times* Notable Book)

"Tom Lutz brings back into modern awareness one of the least understood but most fascinating illnesses of the late Victorian period. A marvelous book."—*Wall Street Journal*

"Lutz's approach to the illness is unusual. Rather than tell a narrative story of neurasthenia from its beginning to its disappearance as a medical category, the author slices out the year 1903 from American history. He can thus examine neurasthenia in a far more detailed cultural, economic, and political context than a conventional history would have allowed."—*Los Angeles Times*

Cost challenges: Contains nineteen illustrations.

Title: *Seductive Reasoning: Pluralism as the Problematic of Contemporary Literary Theory*

Author: Ellen Rooney

Discipline: Literary Criticism and Theory

Edited collection? No.

Year of Publication: 1989

Publisher: Cornell University Press

Page count: 288 pages

Current digital status: Available in paper form only

Abstract:

Seductive Reasoning takes a provocative look at contemporary Anglo-American literary theory, calling into question the critical consensus on pluralism's nature and its status in literary studies. Drawing on the insights of Marxist and feminist critical theory and on the works of Althusser, Derrida, and Foucault, Rooney reads the pluralist's invitation to join in a "dialogue" as a seductive gesture. Critics who respond find that they must seek to persuade all of their potential readers. Rooney examines pluralism as a form of logic in the work of E. D. Hirsch, as a form of ethics for Wayne Booth, as a rhetoric of persuasion in the books of Stanley Fish. For Paul de Man, Rooney argues, pluralism was a rhetoric of tropes just as it was, for Fredric Jameson, a form of politics.

Intellectual significance of the book:

Ellen Rooney is Professor of Modern Culture and Media and English at Brown University. She is coeditor of *differences: a journal of feminist cultural studies* and associate editor of *Novel: A Forum on Fiction*. Jonathan Culler highlighted *Seductive Reasoning* among the long list of potential titles for Cornell University Press's application for the Open Book Program. The reviews of the book on its publication were to a large degree taken up with appraisals of Rooney's use of the language and methods of European critical theory to dissect the works of the thinkers under discussion. However, as those thinkers are of perennial interest in literary theory and intellectual history, and because deconstructive methodology has since been normalized, Rooney's work should prove of persisting relevance.

"Difference excludes. On this irreducible principle of irreducibility much literary theory is founded. With its internal drive to system and purity, theory enacts the necessity of exclusion; and so an appeal to theory often prefigures a justification of exclusion. The only contemporary movement whose relation to theory might seem ambivalent is pluralism, which, insofar as it insists on anything, insists on repressing its own exclusions. Ellen Rooney argues in her new book that pluralism maintains its identity by rigorous exclusion—'the exclusion of exclusion' itself."—*Modern Philology*

Cost challenges: None.

Title: *Nabokov: The Mystery of Literary Structures*

Author: Leona Toker

Discipline: Literary Criticism and Theory

Edited collection? No.

Year of Publication: 1989

Publisher: Cornell University Press

Page count: 264 pages

Current digital status: Available in paper form only

Abstract:

Vladimir Nabokov described the literature course he taught at Cornell as “a kind of detective investigation of the mystery of literary structures.” Leona Toker here pursues a similar investigation of the enigmatic structures of Nabokov’s own fiction. According to Toker, most previous critics stressed either Nabokov’s concern with form or the humanistic side of his works, but rarely if ever the two together. In sensitive and revealing readings of ten novels, Toker demonstrates that the need to reconcile the human element with aesthetic or metaphysical pursuits is a constant theme of Nabokov’s and that the tension between technique and content is itself a key to his fiction. Written with verve and precision, Toker’s book begins with *Pnin* and follows the circular pattern that is one of her subject’s own favored devices.

Intellectual significance of the book:

Leona Toker is Professor of English at the Hebrew University of Jerusalem. She is the author most recently of *Towards the Ethics of Form in Fiction: Narratives of Cultural Remission*. Vladimir Nabokov will always remain a popular topic of study, and Toker’s unique approach to his work will ensure the continuing relevance of this book. Holistic approaches to literature that do not insist on a single authorial goal but instead show a process of internal negotiation in action have become ever more popular since the first publication of *Nabokov: The Mystery of Literary Structure*, and the wealth of biographical and critical works on Nabokov that have since appeared only underline the wisdom of Toker’s approach. In his review of the circulation records at Cornell University Library, Fred Muratori found that this book—of considerable local interest—had fifty circulations. Its more than forty citations in Web of Science (nine in the past five years) also attest to its continuing use. The ebook can be promoted with our other titles related to Cornell University as well as in our marketing materials for literature and Slavic Studies.

“In each chapter Toker carefully reconstructs a novel for us—those are not mere plot summaries, but mature products of several rereadings—and proceeds to make her way through the novel’s numerous patterns, images, themes, and motifs in an attempt to show that most of them relate not only to Nabokov’s art but also to his heart. Her readings of the novels are invariably sensitive and refreshingly sophisticated; they provide new angles and do not overstate the obvious.”—*Slavic & East European Journal*

Cost challenges: None.

Title: *Chaucer and the Poets: An Essay on Troilus and Criseyde*

Author: Winthrop Wetherbee

Discipline: Literary Criticism and Theory

Edited collection? No.

Year of Publication: 1984

Publisher: Cornell University Press

Page count: 248 pages

Current digital status: Available in paper form only

Abstract:

In this sensitive reading of Chaucer's *Troilus and Criseyde*, Winthrop Wetherbee redefines the nature of Chaucer's poetic vision. Using as a starting point Chaucer's profound admiration for the achievement of Dante and the classical poets, Wetherbee sees the *Troilus* as much more than a courtly treatment of an event in ancient history—it is, he asserts, a major statement about the poetic tradition from which it emerges. Wetherbee demonstrates the evolution of the poet-narrator of the *Troilus*, who begins as a poet of romance, bound by the characters' limited worldview, but who in the end becomes a poet capable of realizing the tragic and ultimately the spiritual implications of his story.

Intellectual significance of the book:

Winthrop Wetherbee is Avalon Foundation Professor in the Humanities Emeritus at Cornell University. Jonathan Culler highlighted this title on our list of candidates for the Open Book Program, and Fred Muratori at the Cornell University Library confirmed that it continues to circulate (nineteen circulations) and has more than fifty-nine citations in Web of Science (seven in the last five years). The ebook of *Chaucer and the Poets* can be promoted with our other titles related to Cornell University as well as in our marketing materials for other books in literature, medieval studies, and classics. Although this book is somewhat of an outlier among our proposed list of literature titles both in its topic and methodology, it will allow us to present an open access ebook to the Press's readers in medieval studies and classics, which are additional core strengths of our list.

“There is no doubt that this book is one of the most important works, not only on *Troilus*, but on Chaucer's poetry as a whole, to have appeared in recent years. Without putting forward elaborate theoretical propositions, without an excessive use of secondary material, without unnecessary jargon, Winthrop Wetherbee has written something with which all Chaucerians (and many medievalists) will have to reckon in the future.”—*Speculum*

“This book takes a distinguished place in the controversy over Chaucer's reading of the classics and, more generally, over the nature of classical influence in later medieval poetry. Wetherbee argues convincingly that Chaucer knows several of the Latin classics—especially Vergil, Ovid, and Statius—directly, thoroughly, and in sufficient detail to make complicated, subtle allusions to their poetry.”—*Modern Language Quarterly*

Cost challenges: None.

Title: *Transfigured World: Walter Pater's Aesthetic Historicism*

Author: Carolyn Williams

Discipline: Literary Criticism and Theory

Edited collection? No.

Year of Publication: 1989

Publisher: Cornell University Press

Page count: 312 pages

Current digital status: Available in paper form only

Abstract:

Exploring the intricacy and complexity of Walter Pater's prose, *Transfigured World* challenges traditional approaches to Pater and shows precise ways in which the form of his prose expresses its content. Carolyn Williams asserts that Pater's aestheticism and his historicism should be understood as dialectically interrelated critical strategies, inextricable from each other in practice. Williams discusses the explicit and embedded narratives that play a crucial role in Pater's aesthetic criticism and examines the figures that compose these narratives, including rhetorical tropes, structures of argument such as genealogy, and historical or fictional personae.

Intellectual significance of the book:

Carolyn Williams is Chair and Professor of English at Rutgers, the State University of New Jersey. She is the author most recently of *Gilbert and Sullivan: Gender, Genre, Parody*. Fred Muratori of Cornell University Library assessed the circulation and citation statistics for this book and found sixteen circulations and more than sixty-six citations in Web of Science (nine in the last five years). The ebook of *Transfigured World* will make an ideal pairing with a forthcoming book on the Cornell University Press list, *Reframing Decadence: C. P. Cavafy's Imaginary Portraits*, in which Peter Jeffreys makes clear the immense influence of Walter Pater on Cavafy's view of classical and late-antique history. Accordingly, we can make a point of announcing the availability of the ebook edition of *Transfigured World* in marketing materials for the Jeffreys title.

"In addition to her superb analysis of the style and thought of Pater's individual writing, demonstrates that Pater was far more philosophically coherent and complex, and of far more interest for contemporary critical thought, than has previously been recognized. Her book is the best critical study on Pater yet written."—*Victorian Studies*

"A convincing account of the unity of Pater's thought and probably the most detailed treatment ever attempted of the intricacies of his prose; a book that is likely to be an essential source for future readings of Pater."—*Nineteenth-Century Literature*

Cost challenges: None.

Title: *Rewolucja: Russian Poland, 1904–1907*

Author: Robert E. Blobaum

Disciplines: Slavic Studies, History

Edited collection? No.

Year of Publication: 1995

Publisher: Cornell University Press

Page count: 320 pages

Current digital status: Available in paper form only

Abstract:

The revolution of 1905 in the Russian-ruled Kingdom of Poland marked the consolidation of major new influences on the political scene. As he examines the emergence of a mass political culture in Poland, Robert E. Blobaum offers the first history in any Western language of this watershed period. Drawing on extensive archival research to explore the history of Poland's revolutionary upheavals, Blobaum departs from traditional interpretations of these events as peripheral to an essentially Russian movement that reached a climax in the Russian Revolution of 1917. He demonstrates that, although Polish independence was not formally recognized until after World War I, the social and political conditions necessary for nationhood were established in the years around 1905.

Intellectual significance of the book:

Robert Blobaum is Eberly Family Distinguished Professor of History and Chair of the Department of History at West Virginia University. He is the winner of the 1996 Oskar Halecki Polish History Award for this book. He is the editor of *Antisemitism and Its Opponents in Modern Poland*, also published by Cornell University Press, and author of *Feliks Dzierzynski and the SDKPiL: A Study of the Origins of Polish Communism*. *Rewolucja: Russian Poland, 1904–1907* was selected by Robert Davis, Librarian for Russian, Eurasian & East European Studies at Columbia University and Librarian for Slavic & East European Studies at Cornell University, as having relatively high use volume. The announcement of this ebook will travel well in promotional materials with other Cornell University Press titles in Slavic Studies, particularly our recent books in Polish history.

“Blobaum’s work is based on an exhaustive reading of recent Polish- and English-language historiography, but, most importantly, on a thorough-going use of archives. It is this solid archival base that makes *Rewolucja* a truly important and pioneering work.”—*Polish Review*

“*Rewolucja* will undoubtedly remain the standard work on the Polish experience of the 1905 Revolution for years to come. It is one of the most firmly grounded and carefully researched English-language books on Polish history to appear in recent years.”—*Harvard Ukrainian Studies*

Cost challenges: Twenty-five illustrations.

Title: *Research Guide to the Russian and Soviet Censuses*

Editor: Ralph S. Clem

Disciplines: Slavic Studies, History

Edited collection? Yes.

Year of Publication: 1986

Publisher: Cornell University Press

Page count: 296 pages

Current digital status: Available in paper form only

Abstract:

Research Guide to the Russian and Soviet Censuses is a volume in the series Studies in Soviet History and Society. Taken together, the Russian census of 1897 and the Soviet censuses of 1926, 1959, 1970, and 1979 constitute the largest collection of empirical data available on that country, but until the publication of this book in 1986, the daunting complexity of that material prevented Western scholars from exploiting the censuses fully. This book is both a guide to the use of and a detailed index to these censuses. The first part of the book consists of eight essays by specialist on the USSR, six of them dealing with the use of census materials and the availability of data for research on ethnicity and language, marriage and the family, education and literacy, migration and organization, age structure, and occupations. The second part, a comprehensive index for all the published census, presents more than six hundred annotated entries for the census tables, a keyword index that enables researchers to find census data by subject, and a list of political-administrative units covered in each census.

Intellectual significance of the book:

Ralph S. Clem is a retired Professor of International Relations and Chair of the Advisory Board of the School of International and Public Affairs at Florida International University. He retired from the U.S. Air Force in 2004 as a Major General. *Research Guide to the Russian and Soviet Censuses* was selected by John Ackerman, the former Director of Cornell University Press, as a book that should be of continuing value to scholarship.

Contributors: Barbara A. Anderson, Ralph S. Clem, Peter R. Craumer, Robert A. Lewis, Ronald Liebowitz, Richard H. Rowland, Michael Paul Sacks. Lee Schwartz. Brian D. Silver

“It is hoped that this volume will increase the use of Russian and Soviet census materials. Although they are difficult to use, this task has now been rendered easier. The book gives an excellent overview of the possibilities for population research on the Soviet Union. The index and research guide will be valuable for many years to come.”—*Slavic Review*

Cost challenges: None.

Title: *The Electrification of Russia, 1880–1926*

Author: Jonathan Coopersmith

Disciplines: Slavic Studies, History and Philosophy of Science

Edited collection? No.

Year of Publication: 1992

Publisher: Cornell University Press

Page count: 288 pages

Current digital status: Available in paper form only

Abstract:

The Electrification of Russia, 1880–1926 is the first full account of the widespread adoption of electricity in Russia, from the beginning in the 1880s to its early years as a state technology under Soviet rule. Jonathan Coopersmith has mined the archives for both the tsarist and the Soviet periods to examine a crucial element in the modernization of Russia. Coopersmith shows how the Communist Party forged an alliance with engineers to harness the socially transformative power of this science-based enterprise. A centralized plan of electrification triumphed, to the benefit of the Communist Party and the detriment of local governments and the electrical engineers. Coopersmith's narrative of how this came to be elucidates the deep-seated and chronic conflict between the utopianism of Soviet ideology and the reality of Soviet politics and economics.

Intellectual significance of the book:

Jonathan Coopersmith is Associate Professor of History at Texas A&M University. *The Electrification of Russia, 1880–1926* was selected by John Ackerman, the former Director of Cornell University Press, as a book that should be of continuing value to scholarship. The announcement of the open access ebook will be paired with our marketing materials for books in Slavic Studies and the history of technology.

“*The Electrification of Russia* deserves careful attention: Coopersmith presents a balanced treatment of electrification in both the tsarist and Soviet eras, and his many comparisons between the two periods help illustrate the pattern of electrification. His numerous references to developments in the West are also valuable, highlighting the peculiarities of the Russian and Soviet situation. Given the dearth of scholarly studies of technology in Russia and the Soviet Union, this volume is particularly noteworthy.”—*ISIS*

“Coopersmith ends up showing how revolutionary the Stalin era turned out to be, and how the radical dream of achieving a quick leap from backwardness to modernity, while eliminating exploitation, persisted throughout the uncertain decade of the 1920s.”—*Journal of Modern History*

Cost challenges: Nine illustrations.

Title: *Revolution of the Mind: Higher Learning among the Bolsheviks, 1918–1929*

Author: Michael David-Fox

Disciplines: Slavic Studies, History and Philosophy of Science

Edited collection? No.

Year of Publication: 1997

Publisher: Cornell University Press

Page count: 256 pages

Current digital status: Available in paper form only

Abstract:

Using archival materials never previously accessible to Western scholars, Michael David-Fox analyzes Bolshevik Party educational and research initiatives in higher learning after 1917. His fresh consideration of the era of the New Economic Policy and cultural politics after the Revolution explains how new communist institutions rose to parallel and rival conventional higher learning from the Academy of Sciences to the universities.

Beginning with the creation of the first party school by intellectuals on the island of Capri in 1909, David-Fox argues, the Bolshevik cultural project was tightly linked to party educational institutions. He provides the first account of the early history and politics of three major institutions founded after the Revolution: Sverdlov Communist University, where the quest to transform everyday life gripped the student movement; the Institute of Red Professors, where the Bolsheviks sought to train a new communist intellectual or red specialist; and the Communist Academy, headquarters for a planned, collectivist, proletarian science.

Intellectual significance of the book:

Michael David-Fox is Professor of History at Georgetown University and a founding and executive editor of *Kritika: Explorations in Russian and Eurasian Studies*. He is the author of several books, most recently *Crossing Borders: Modernity, Ideology, and Culture in Soviet Russia*. *Revolution of the Mind* was selected by Robert Davis, Librarian for Russian, Eurasian & East European Studies at Columbia University and Librarian for Slavic & East European Studies at Cornell University, as having relatively high use volume. The open access ebook will be included in our promotional materials for other Cornell University Press titles in Slavic Studies.

“This meticulously researched book is a rich mix of fascinating detail, culled from newly opened archives, and a broad vision of the early Soviet period.”—*Russian Review*

“This is a fine work, coherently presented and argued and supported by an impressive array of original and secondary sources. It contributes substantially to a more sophisticated understanding of the 1920s and the Stalinist period that followed.”—*American Historical Review*

“Michael David-Fox uses the development of the party’s higher educational system in the 1920s to argue for important continuities between the NEP period and the Great Break. This is an important book for anyone with a serious interest in the evolution of Soviet political culture.”—*Slavic Review*

Cost challenges: Nine illustrations.

Title: *Proletarian Peasants: The Revolution of 1905 in Russia's Southwest*

Author: Robert Edelman

Disciplines: Slavic Studies, Sociology

Edited collection? No.

Year of Publication: 1987

Publisher: Cornell University Press

Page count: 208 pages

Current digital status: Available in paper form only

Abstract:

In this book, conceived and written for the general reader as well as the specialist, Robert Edelman uses a case study of peasant behavior during a particular revolutionary situation to make an important contribution to one of the major debates in contemporary peasant studies. Edelman's subject is the peasantry of the right-bank Ukraine, and he uses local and regional archives seldom available to Western scholars to give a detailed picture of the way in which the inhabitants of one of Russia's most advanced agrarian regions expressed their discontent during the years 1905–1907. By the 1890s, the landlords of Russia's Southwest had organized a highly successful capitalist form of agriculture, and Edelman demonstrates that their peasants responded to these dramatic economic changes by adopting many of the forms of political and social behavior generally associated with urban proletarians.

Intellectual significance of the book:

Robert Edelman is Professor of History at the University of California, San Diego. He is the author of *Spartak Moscow: A History of the People's Team in the Workers' State*, which was published by Cornell University Press and was the winner of the 2009 NASSH Book Award and the 2010 Reginald Zelnik Book Prize as well as being named a *Choice Magazine* Outstanding Academic Title. He is also the author of *Serious Fun: A History of Spectator Sports in the USSR*, winner of the North American Society of Sports Historians Book of the Year. *Proletarian Peasants* was selected by John Ackerman, the former Director of Cornell University Press, as a book that is valuable to scholarship in Slavic Studies. The open access ebook will be announced in our marketing materials for new books in Slavic Studies, and will be featured in promotional materials for our books on Ukraine.

“In a tightly written, nontechnical study, based largely on Soviet archival sources, Robert Edelman raises some major issues in the sociology of peasant political movements in the context of a fascinating Russian case study. Edelman raises important theoretical questions and attempts to answer them in the context of a distinct yet critical area. We are indebted to him for raising the issues with clarity and flair.”—*Contemporary Sociology*

Cost challenges: None.

Title: *By Honor Bound: State and Society in Early Modern Russia*

Author: Nancy Shields Kollmann

Disciplines: Slavic Studies, History

Edited collection? No.

Year of Publication: 1999

Publisher: Cornell University Press

Page count: 320 pages

Current digital status: Available in paper form only

Abstract:

In the sixteenth and seventeenth centuries, Russians from all ranks of society were bound together by a culture of honor. Here one of the foremost scholars of early modern Russia explores the intricate and highly stylized codes that made up this culture. Nancy Shields Kollmann describes how these codes were manipulated to construct identity and enforce social norms--and also to defend against insults, to pursue vendettas, and to unsettle communities. She offers evidence for a new view of the relationship of state and society in the Russian empire, and her richly comparative approach enhances knowledge of statebuilding in premodern Europe. By presenting Muscovite state and society in the context of medieval and early modern Europe, she exposes similarities that blur long-standing distinctions between Russian and European history.

Intellectual significance of the book:

Nancy Shields Kollmann is William H. Bonsall Professor of History at Stanford University. She is the author of *Crime and Punishment in Early Modern Russia* and *Kinship and Politics: The Making of the Muscovite Political System*. *By Honor Bound* was selected by John Ackerman, the former Director of Cornell University Press, as a book that is valuable to scholarship in Slavic Studies. The open access ebook will be announced in our marketing materials for new books in Slavic Studies.

“This book challenges many accepted tenets, including the type of state erected in Muscovy, the basic periodization of Russian history, and the emergence of new identities and mentalities. It deserves to be read widely.”—*American Historical Review*

“The codification of ‘honor,’ Nancy Kollmann tells us in her impressive book, coincided with the expansion of the Muscovite state between the fifteenth and seventeenth centuries. The incorporation of new territories, the burgeoning size of the Muscovite court, and the necessity of integrating newly conquered provincial elites into the political order necessitated codes that simultaneously co-opted these elites into the political order and differentiated them from the older Muscovite serving men at court.”—*Slavic and East European Journal*

“Based on extensive archival research, Kollmann’s book is a groundbreaking study of early modern Russia. Reflecting a thorough familiarity with social science theory, the author argues in support of a new periodization of Russian history on the basis of her findings and for something of a ‘convergence’ in the Western and Russian historiography of relations between state and society. Required reading for all graduate students and specialists alike.”—*Choice*

Cost challenges: Ten halftones, one drawing.

Title: *Revolutionary Acts: Amateur Theater and the Soviet State, 1917–1938*

Author: Lynn Mally

Disciplines: Slavic Studies, History, Drama

Edited collection? No.

Year of Publication: 2000

Publisher: Cornell University Press

Page count: 272 pages

Current digital status: Available in paper form only

Abstract:

During the Russian Revolution and Civil War, amateur theater groups sprang up in cities across the country. Workers, peasants, students, soldiers, and sailors provided entertainment ranging from improvisations to gymnastics and from propaganda sketches to the plays of Chekhov. In *Revolutionary Acts*, Lynn Mally reconstructs the history of the amateur stage in Soviet Russia from 1917 to the height of the Stalinist purges. Her book illustrates in fascinating detail how Soviet culture was transformed during the new regime's first two decades in power. Of all the arts, theater had a special appeal for mass audiences in Russia, and with the coming of the revolution it took on an important role in the dissemination of the new socialist culture. Mally's analysis of amateur theater as a space where performers, their audiences, and the political authorities came into contact enables her to explore whether this culture emerged spontaneously "from below" or was imposed by the revolutionary elite.

Intellectual significance of the book:

Lynn Mally is Professor of History at the University of California Irvine and the author of *Culture of the Future: The Proletkult Movement in Revolutionary Russia*.

Revolutionary Acts was selected by John Ackerman, the former Director of Cornell University Press, as a book that is valuable to scholarship in Slavic Studies. It was also selected by Robert Davis, Librarian for Russian, Eurasian & East European Studies at Columbia University and Librarian for Slavic & East European Studies at Cornell University, as having relatively high use volume. The open access ebook will be announced in our marketing materials for new books in Slavic Studies and books in the history of theater.

"Mally effectively situates the amateur theatrical movement within the larger context of cultural revolution. Mally places her study within the ongoing discussion of the genesis of totalitarian culture in general and of Socialist Realism in particular."—*Russian Review*

"Mally sees true amateurism as original art and dilettantism of mere copying of professionals. The overarching theme of *Revolutionary Acts* is how Soviet amateur theater flourished luxuriantly (if contentiously) in a dozen varieties and was then 'de-amateurized' or semiprofessionalized under Joseph Stalin."—*American Historical Review*

Cost challenges: Fourteen halftones.

Title: *Russian Formalism: A Metapoetics*

Author: Peter Steiner

Disciplines: Slavic Studies, Literary Criticism and Theory

Edited collection? No.

Year of Publication: 1984

Publisher: Cornell University Press

Page count: 278 pages

Current digital status: Available in paper form only

Abstract:

Russian Formalism, one of the twentieth century's most important movements in literary criticism, has received far less attention than most of its rivals. Examining Formalism in light of more recent developments in literary theory, Peter Steiner here offers the most comprehensive critique of Formalism to date. Steiner studies the work of the Formalists in terms of the major tropes that characterized their thought. He first considers those theorists who viewed a literary work as a mechanism, an organism, or a system. He then turns to those who sought to reduce literature to its most basic element—language—and who consequently replaced poetics with linguistics. Throughout, Steiner elucidates the basic principles of the Formalists and explores their contributions to the study of poetics, literary history, the theory of literary genre, and prosody. *Russian Formalism* is an authoritative introduction to the movement that was a major precursor of contemporary critical thought.

Intellectual significance of the book:

Peter Steiner is Professor Emeritus of Slavic Languages and Literatures at the University of Pennsylvania. *Russian Formalism: A Metapoetics* was selected by Robert Davis, Librarian for Russian, Eurasian & East European Studies at Columbia University and Librarian for Slavic & East European Studies at Cornell University, as having relatively high use volume. The open access ebook will be announced in our marketing materials for new books in Slavic Studies and literary criticism.

“One of the most advanced, sophisticated, and consistently self-reflective works in literary (meta)theory to date—in some respects akin to Hayden White’s influential *Metahistory*, written with comparable verve and panache.”—*Review in World Literature Today*

“We must be grateful to Peter Steiner for having written such a lucid, critical exposition based on a firsthand knowledge of the texts and the commentary on them.”—René Wellek, *Poetics Today*

“Peter Steiner conducts a crisp, metapoetical analysis of the diverse phenomenon of Russian Formalism in an attempt to identify what united, and unites, the work of scholars such as Viktor Shklovsky, Yury Tynyanov, Roman Jakobson, Boris Eykhenbaum, and Boris Tomashevsky.”—*Times Literary Supplement*

Cost challenges: None.

Title: *The Institution of Criticism*

Author: Peter Uwe Hohendahl

Disciplines: German Studies, Literary Criticism and Theory

Edited collection? No.

Year of Publication: 1982

Publisher: Cornell University Press

Page count: 288 pages

Current digital status: Available in paper form only

Abstract:

German radicals of the 1960s announced the death of literature. For them, literature both past and present, as well as conventional discussions of literary issues, had lost its meaning. In *The Institution of Criticism*, Peter Uwe Hohendahl explores the implications of this crisis from a Marxist perspective and attempts to define the tasks and responsibilities of criticism in advanced capitalist societies. Hohendahl takes a close look at the social history of literary criticism in Germany since the eighteenth century. Drawing on the tradition of the Frankfurt School and on Jürgen Habermas's concept of the public sphere, Hohendahl sheds light on some of the important political and social forces that shape literature and culture. *The Institution of Criticism* is made up of seven essays originally published in German and a long theoretical introduction written by the author with English-language readers in mind. This book conveys the rich possibilities of the German perspective for those who employ American and French critical techniques and for students of contemporary critical theory.

Intellectual significance of the book:

Peter Uwe Hohendahl is Jacob Gould Schurman Professor Emeritus of German and Comparative Literature at Cornell University. He is an editor of the series *Signale: Modern German Letters, Cultures, and Thought*, which is copublished by Cornell University Press and the Cornell University Library. In 2013, Cornell University Press published Hohendahl's most recent book, *The Fleeting Promise of Art: Adorno's Aesthetic Theory Revisited*. We propose to include in the NEH Open Book Program three of his earlier books that were published by Cornell University Press. Cornell University Librarian Kizer Walker's review of circulation data shows that *The Institution of Criticism* has circulated forty-six times. The three Hohendahl titles will be promoted alongside Hohendahl's most recent book as well as with titles in the *Signale* series and books by members of the Cornell University faculty.

"Hohendahl provides a lot of interesting detail—for example, about the way best-sellers are handled in Germany: their success may depend upon their being ideologically acceptable to the newspaper owners, and their promotion is not by means of criticism, but by the contrivance of 'media events.'"—Frank Kermode, *London Review of Books*

Cost challenges: None.

Title: *Building a National Literature: The Case of Germany, 1830–1870*

Author: Peter Uwe Hohendahl, translated by Renate Baron Francisco

Disciplines: German Studies, Literary Criticism and Theory, Intellectual History

Edited collection? No.

Year of Publication: 1989

Publisher: Cornell University Press

Page count: 400 pages

Current digital status: Available in paper form only

Abstract:

Building a National Literature boldly takes issue with traditional literary criticism for its failure to explain how literature as a body is created and shaped by institutional forces. Peter Uwe Hohendahl approaches literary history by focusing on the material and ideological structures that determine the canonical status of writers and works. He examines important elements in the making of a national literature, including the political and literary public sphere, the theory and practice of literary criticism, and the emergence of academic criticism as literary history. Hohendahl considers such key aspects of the process in Germany as the rise of liberalism and nationalism, the delineation of the borders of German literature, the idea of its history, the understanding of its cultural function, and the notion of a canon of major and minor authors. He points out that the revolution of 1848, especially in view of its conservative outcome, marked a turning point for literary as well as political institutions.

Intellectual significance of the book:

Peter Uwe Hohendahl is Jacob Gould Schurman Professor Emeritus of German and Comparative Literature at Cornell University. He is an editor of the series *Signale: Modern German Letters, Cultures, and Thought*, which is copublished by Cornell University Press and the Cornell University Library. In 2013, Cornell University Press published Hohendahl's most recent book, *The Fleeting Promise of Art: Adorno's Aesthetic Theory Revisited*. We propose to include in the NEH Open Book Program three of his earlier books that were published by Cornell University Press. Cornell University Librarian Kizer Walker's review of circulation data shows that *Building a National Literature: The Case of Germany, 1830–1870* has circulated seventeen times. The three Hohendahl titles will be promoted alongside Hohendahl's most recent book as well as with titles in the *Signale* series and books by members of the Cornell University faculty.

“Reading this volume in the summer of 1990, one cannot help noticing comparisons to contemporary events. The democratic, reform-minded spirit that held center stage in the revolutionary months of October and November of 1989 has an obvious parallel in the efforts to construct nationhood in 1848 based on republican and participatory principles.”—*MLN*

Cost challenges: None.

Title: *Reappraisals: Shifting Alignments in Postwar Critical Theory*

Author: Peter Uwe Hohendahl

Disciplines: German Studies, Literary Criticism and Theory, Intellectual History

Edited collection? No.

Year of Publication: 1991

Publisher: Cornell University Press

Page count: 256 pages

Current digital status: Available in paper form only

Abstract:

Reappraisals is a provocative account of the development of modern critical theory in Germany and the United States. Focusing on the period since World War II, Peter Uwe Hohendahl explores key debates on the function of critical theory, illuminating the diverse positions and alliances among the participants. Bringing together six essays, as well as new introductory and concluding chapters, Hohendahl interprets and subjects to critical scrutiny many of the central ideas of the Frankfurt School. He first maps the trajectory of neomarxist criticism in Germany to the 1980s. Individual chapters then focus on the work of Georg Lukács, Theodor W. Adorno, and Jürgen Habermas, and on such issues as the politicization of German criticism after 1965 under the influence of the Frankfurt School.

Intellectual significance of the book:

Peter Uwe Hohendahl is Jacob Gould Schurman Professor Emeritus of German and Comparative Literature at Cornell University. He is an editor of the series *Signale: Modern German Letters, Cultures, and Thought*, which is copublished by Cornell University Press and the Cornell University Library. In 2013, Cornell University Press published Hohendahl's most recent book, *The Fleeting Promise of Art: Adorno's Aesthetic Theory Revisited*. We propose to include in the NEH Open Book Program three of his earlier books that were published by Cornell University Press. Cornell University Librarian Kizer Walker's review of circulation data shows that *Reappraisals: Shifting Alignments in Postwar Critical Theory* has circulated thirty-eight times. The three Hohendahl titles will be promoted alongside Hohendahl's most recent book as well as with titles in the *Signale* series and books by members of the Cornell University faculty.

"At the center of *Reappraisals* is the political question of where to locate critical agency in (post)modern societies. Hohendahl thus identifies the crucial question that links the work of the Frankfurt School to contemporary debates about postmodernity. His collection of essays spans the entire history of critical theory, displaying its interactions with rival paradigms of cultural politics—from the influence of Lukács (as inventor of Western Marxism) to postmodernism and New Historicism."—*German Quarterly*

Cost challenges: None.

Title: *Images from the Region of the Pueblo Indians of North America*

Author: Aby M. Warburg, translated by Michael P. Steinberg

Disciplines: German Studies, Intellectual History, Native American Studies, Art and Architecture, Anthropology

Edited collection? No.

Year of Publication: 1995

Publisher: Cornell University Press

Page count: 136 pages

Current digital status: Available in paper form only

Abstract:

Aby M. Warburg (1866–1929) is recognized not only as one of the century’s preeminent art and Renaissance historians but also as a founder of twentieth-century methods in iconology and cultural studies in general. Warburg’s 1923 lecture, first published in German in 1988 and now available in the first complete English translation, offers at once a window on his career, a formative statement of his cultural history of modernity, and a document in the ethnography of the American Southwest. This edition includes thirty-nine photographs, many of them originally presented as slides with the speech, and a rich interpretive essay by the translator.

Intellectual significance of the book:

Cornell University Press has played a key role in the current revival of interest in the work of German Jewish art historian Aby M. Warburg (1866–1929). In 2012, the Signale series copublished with Cornell University Library presented Christopher D. Johnson’s *Memory, Metaphor, and Aby Warburg’s Atlas of Images*. Cornell University Press and Cornell University Library are also involved as partners in the Mnemosyne website (cofounded by a grant from the Andrew W. Mellon foundation) devoted to Warburg’s Atlas project. *Images from the Region of the Pueblo Indians of North America* translates Warburg’s seminal study of the “serpent ritual” of the Hopi people, which grew out of a trip to the American Southwest undertaken by Warburg in 1895–1896. Warburg’s study was translated by historian Michael P. Steinberg, at Cornell University at the time of the book’s publication and currently Director of the Cogut Humanities Center and Barnaby Conrad and Mary Critchfield Keeney Professor of History at Brown University; Steinberg serves on the advisory board for Cornell’s Signale project. In keeping with the Signale open access policy, Johnson’s Warburg book will be made openly accessible at the start of 2017; making Warburg’s *Pueblo Indians* book available again, now on an open access basis, will deepen the resonance.

“The text casually titled *Images from the Region of the Pueblo Indians of North America* was originally a lecture intended to prove that its author was sane. Aby Warburg delivered his talk on April 21, 1923, before an audience of inmates, doctors and guests at the Bellevue sanatorium in Kreuzlingen, Switzerland. His lecture is fascinating. In it, Warburg recounts his youthful journey to the American West as the story of civilization told in reverse.”—*New Republic*

Cost challenges: Extensive art program.