



PRESS RELEASE

CONTACT:

BRENNA McLAUGHLIN
212.989.1010 x24
PRESS@AAUPNET.ORG

**BOOKS FOR UNDERSTANDING RELAUNCHES
WITH NEW SITE AND NEW SERVICES**

*Association of American University Presses Enhances
Their Public Interest Bibliographies*

NEW YORK (October 31, 2005) – *Books for Understanding*, the online current events bibliography service from the Association of American University Presses, relaunched today at a new URL, with a new look and enhanced services.

The new web site is located at: www.booksforunderstanding.org.

Among the enhanced features of *Books for Understanding* are:

- RSS feed of new bibliography topics
- Informational materials on the program and book lists, including FAQ
- “Related Topics” feature on each list, cross-referencing between bibliographies and expanding resources available to list users
- More flexible content management strategy, to allow repurposing of book lists for library, retailer, and educational users
- Dynamic front page featuring a greater range of topics in the news, highlighting books of immediate public interest every week, and providing a sample glimpse of the newest full-length bibliographies.

“One of the greatest values that nonprofit scholarly publishers offer to society is the depth and breadth of essential, thought-provoking scholarship about the world that they publish as a matter of course,” said AAUP Executive Director Peter Givler. “University presses don’t have to publish on the ‘insta-books’ model. You can’t get more instant than already in print.”

Books for Understanding originated in the immediate aftermath of September 11, 2001. Penn State University Press was receiving many questions about their books on terrorism—and if they knew of any others. Press director Sanford Thatcher asked if AAUP could coordinate an online list of relevant books that the public could access easily. By September 19, 2001, a list of more than 100 titles—on terrorism, the World Trade Center, Afghanistan—was published. The program was expanded in 2002 to continue to produce bibliographies on the stories in the day’s news.

AAUP
71 W 23RD STREET
SUITE 901
NYC, NY 10010
WWW.AAUPNET.ORG

OVER>>



PRESS RELEASE
CONTINUED

“The first list had to be simple—in the days after September 11 we were working with one phone line, a 56K modem, and a feeling of crisis,” explained *Books for Understanding* Project Manager Brenna McLaughlin. The bare-bones style worked well to keep the production of lists timely. “By 2005, we needed to rethink how to support such a wide range of resources. The new site will serve the different communities of users—librarians, journalists, teachers, and general interest readers—even better.”

Together with the launch of the new *Books for Understanding* site, AAUP published today a bibliography on the issue of **Global Climate Change**, covering both science and policy questions on this matter of international importance. Other current topics include **Hurricane Katrina** and **Kashmir**. New lists will continue to be published, and existing bibliographies will be converted to the new design over the coming months.

The Association of American University Presses (www.aaupnet.org) is the world’s largest organization of nonprofit scholarly publishers. AAUP promotes the work and influence of its 128 scholarly press members, and seeks to encourage creative and effective scholarly communications.