

have successfully negotiated widespread reciprocal publishing arrangements outside of North America.

Some of these trade publishers will have a "college" or "text" division and much of the material described above will be published under the auspices of such a division.

Trade publishers, because of the popular nature of their products, tend to produce larger print runs than more specialized publishers. This often means the unit cost is lower resulting in a more attractive retail price. Books may stay in print longer and reprints, reissues or new editions are more likely to appear. This is particularly valuable when a basic reference work is published by a trade publisher.

A smaller percentage of the books likely to be ordered by foreign academic libraries will be published by academic or university presses. This will be true for those books written with a higher scholarly content, for more specialized titles, and for many of the reference books. Generally, academic presses have smaller print runs and higher costs. They tend to go out of print quickly and are usually considered more difficult to obtain, even by Canadian libraries.

It is possible that a very small percentage of the books