



May 29, 2017

Dear colleague,

For over twenty-one years, the **Legal Information Buyer's Guide & Reference Manual** has served as an independent voice for consumers of legal information confronting an oligopolistic legal information industry. Over that time, it has saved law libraries worldwide millions of dollars, and received AALL's Joseph Andrews Bibliographical Award in the process. Indeed, it is the only Andrews Award winner that went on to become an annual publication, providing timely access to the latest bibliographic, cost and supplementation cost data on thousands of legal publications and services. A leading academic law librarian went so far as to say: "it is hands-down the most useful book on legal information ever written."

Chances are, you already subscribe to the **Legal Information Buyer's Guide & Reference Manual**, or have purchased it in the past. But, whether or not you currently own it, I write this email to encourage you to join me in promoting its content to the constituencies you serve. Only together can we help promote a more effective market for legal information among the broader legal community, particularly among those solo and small law office attorneys who are probably unaware of its cost-saving potential and remain victims of the industry.

When the first edition was published in 1996 (the year Thomson bought West Publishing), my hope was to dramatically affect the market for legal information. Since that time, it's fair to say, I have devoted more time to researching and writing about the legal information industry and its practices than anyone in the profession. This is also a time in which prices have risen dramatically as a consequence of industry consolidation. I spend hundreds of hours annually reviewing new titles, and digging out current pricing and supplementation costs so that you, and other consumers, have access to the information needed to make wise and cost-effective purchasing decisions.

But, while I have achieved considerable success in aiding law libraries in reducing costs, I have not been as successful in reaching the general lawyer population, particularly attorneys in small firms without law librarians. Lawyers trying to make a living are not inclined to spend time researching legal information alternatives and become better informed about the ways the mega-publishers siphon away their hard-earned dollars. While I remain committed to this goal, achieving it requires an essential intermediary: law librarians who either teach future lawyers or interact with members of the legal profession.

How can YOU help spread the word?

- **For public law librarians:** I invite you to use the data in my book to write articles for your local bar publications or newspapers, informing lawyers in your area of the perils and high costs that accompany the purchase of legal information, and how to avoid them whenever possible.

- **For instructors in legal research and writing and law librarianship classes:** Don't let your students leave law or library school without being exposed to the realities of the legal publishing industry, how they can use my book as a tool to avoid its excesses, and how to share that knowledge with the firms or libraries that hire them.
- **For reference librarians:** Introduce your patrons to, among others, the subject-specific annotated bibliographies of legal treatises, and accompanying cost-saving tips, contained in Chapter 27. Many of our customers acquire the companion CD-ROM to facilitate providing patrons with bibliographies in 66 subject areas. Looking for treatises on Criminal Law? There you will find, for example, a 20-page annotated bibliography, complete with detailed historical pricing data—information found nowhere else.
- **For firm librarians:** Inform your lawyers and managing partners of the steps you are taking to control legal information costs by using the information and pricing data in my book.

I also personally invite you to photocopy portions of my book for internal use, or as aids to your library patrons. In so doing, you can help spread the word that there is a consumer-friendly source of information about legal information products. They don't have to be captives of publisher hype.

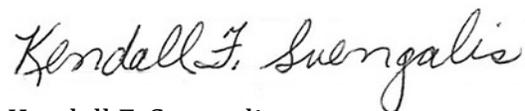
How much does your library spend annually with the BIG THREE? In 2016, Thomson Reuters West's legal division achieved an astounding 29.2% profit margin, while the RELX Group and Wolters Kluwer achieved profit margins of 19.2% and 22.1% respectively. Between 1995 and 2017, for example Thomson Reuters West initial prices have increased 450% and their supplementation costs, by 2016, increased 1,050% (see page 20). And all because their generally well-heeled, but uninformed, lawyer customers are easy marks for their aggressive price increases. And because prices are set based on the broader lawyer market, law libraries are victims of that dynamic.

The **Legal Information Buyer's Guide & Reference Manual**, now 961 pages, tells it like it is. I am beholden to no other interests than those of my users. I have never accepted advertising, despite the financial incentives to do so, because I do not want my views to be compromised in any way. There are hundreds of legal bibliographies on the market, but only ONE that addresses these vital cost concerns.

My 2017 edition, released on May 15, is priced at only \$179.00—the same as the 2016 edition. It is a small price to pay for a publication that can save your library thousands of dollars annually. Indeed, if you can implement just one of my hundreds of cost-saving tips, such as affecting a purchasing decision or forcing a reconsideration of an existing title, you can easily save yourself the cost of the book. Consider what the law library community would be like without it. It is your support that keeps us going, year after year.

Please join me in spreading the word!

Sincerely yours,



Kendall F. Svengalis  
New England LawPress