Zombie List: reanimating or confirming a dead source

Jennifer C. Boettcher, October 7, 2015

Beyond the Numbers: Economics and Data for Information Professionals
Federal Reserve Bank of St. Louis
What we had

- Business Reference from
  - Encyclopedia of Business Information Sources (Gale, 1970-)
  - Handbook of Business Information (Strauss, 1988)
  - Business Information (Lavin, 1992)
  - Strauss’s Handbook of Business Information (Moss, 2004)
  - Making Sense of Business Reference (Ross, 2013)
Serials

- Abstract and Indexes Services
- Annual Handbooks, Almanacs, etc.
- Trade Publications: Special Issues
- Government Documents
- Quarterly Statistical Reports
- Trades and Journals
- Gray Literature
1990s-Present

• Publishers
  – Converting formats
  – Consolidating
  – Selling off
  – Reducing cost
  – Competitors
  – Licensing content

• Libraries Trends
  – Local Area Network
  – CD-ROM
  – Internet
  – Limited Space
What happen to…

<table>
<thead>
<tr>
<th>Old Title</th>
<th>New Title</th>
<th>Complete or Part</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Abstracts of Human Resources</td>
<td>International Abstracts of Human Resources (online)</td>
<td></td>
<td>Dead</td>
</tr>
<tr>
<td>SMM’s Survey of Buying Power</td>
<td>VNU/Nielsen/Incisive Media</td>
<td></td>
<td>Dead</td>
</tr>
<tr>
<td>Nelson’s Directory of Investment Companies</td>
<td>Lipper Marketplace/ Broadridge</td>
<td>Part</td>
<td>Zombie</td>
</tr>
<tr>
<td>Lifestyle Market Analyst</td>
<td>Local Market Audience Analyst</td>
<td>Part</td>
<td>Zombie</td>
</tr>
<tr>
<td>Statistical Abstracts of the United States</td>
<td>Bernan and ProQuest Statistical Abstracts of the United States</td>
<td>Mostly in tact</td>
<td>Lives on</td>
</tr>
</tbody>
</table>
Award-Winning Zombie List

- Boettcher will create a Web-based finding aid that will help both business librarians and patrons who do not regularly track business information sources use core business titles that have been discounted, sold or recreated into new formats, which Boettcher calls the “Zombie List”.

Thank you Emerald Group Publishing and BRASS & RUSA
Funds will support the work of a programmer who will construct and adjust the database accordingly.

$5000 is not enough
<table>
<thead>
<tr>
<th>Did this continue? SU</th>
<th>Did this Continue? SU</th>
<th>Can I find similar information? All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes- What is it now called</td>
<td>no- provide copyright owner</td>
<td>Yes- What content, can be many sources</td>
</tr>
<tr>
<td>Yes- What format, different yrs, diff formats</td>
<td>no- How was it verified</td>
<td>Yes- who can I contact about it</td>
</tr>
<tr>
<td>Yes- Changes in content or collection</td>
<td>No- but there is similar information</td>
<td>Yes- Changes in content or collection</td>
</tr>
<tr>
<td>Yes- reviewers &amp; taggers U &amp; E</td>
<td></td>
<td>Yes- reviewers &amp; taggers U &amp; E</td>
</tr>
<tr>
<td>su= super user, e=editor, u=user</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Join the fun

As the Zombie List grows, Boettcher will recruit volunteers to test and manage the website as it develops.
Future of Older Data

• Add to the conversation by going to http://bit.ly/2dnFZRA

• 1st Print- we have more control

• Consider solutions, partners, policies, what WE can do!