

RECENT REVIEWS

The Directory of Mail Order Catalogs

*"This, the 29th edition of *The Directory of Mail Order Catalogs*, is the latest installment of Grey House's longest-running annual reference directory. As the introduction points out, catalogs continue to play an important role in retail; in fact, the Direct Mail Association statistics show the number of catalogs mailed in 2013 represented the first increase since 2006. As proof, this directory contains 511 new catalogs across a wide number of categories.*

*The directory is organized in two sections. The first, *Consumer Catalogs*, has 43 chapters, starting with animals and covering such other areas as beauty, collectibles, educational products, gardens and lawns, hobbies, music, photography, shoes, toys and games, and travel and leisure, totaling 5,925 catalogs. The 2,761 catalogs in the 39 chapters from the second section, *Business Catalogs*, are aimed at business buyers. Categories of business catalogs include audio visual, building supplies, disability products, fire protection, lighting, packaging, sanitation, and work and apparel uniforms.*

*Searches are facilitated by the table of contents and five indexes: *Consumer Catalog & Company*, *Business Catalog & Company*, *Consumer Geographical Index*, *Business Geographical Index*, and *Product Index*. Users can find such details about companies as numbers and addresses, products sold, executive information, forms of payment accepted, number of employees, number of years in business, and sales volume. This data is also accessible electronically via Grey House's online database platform at <http://gold.greyhouse.com>. Recommended for larger public libraries and business libraries."*

-ARBA, November 2015

"Alphabetized profiles detail contact information, company principals, web presence, and specialties. Multiple indexes ease access. VERDICT A no-nonsense, comprehensive guide for entrepreneurs and product vendors."

Grey House Publishing

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www.greyhouse.com books@greyhouse.com

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- Library Journal

"This is a godsend for those looking for information on any one of thousands of mail order catalogs published in the United States. Recommended for general reference collections of public libraries."

- Reference Book Review

"The organization, scope and continuous updating and revision of this work ensures its place as a standard reference."

- ARBA

"Public libraries of all sizes will want to purchase, if possible. The directory will also be useful in business collections."

- ARBA

"This kind of directory not only provides specific information on hard-to-locate companies, but is also a lot of fun to browse through. There is something for everyone. This directory is primarily recommended for public libraries that support small business entrepreneurs, although other libraries may have an interest in this kind of information."

- ARBA

"...This directory is unique because it pulls together thousands of smaller companies it would otherwise take a lot of sleuthing to locate. For this edition, more than 1,000 obsolete listings were deleted, almost 1,000 new catalog companies were added, and more than 6,000 entries were updated with more information... This useful... reference source is of most value to the business community but would also be useful to large public libraries serving business clientele and academic libraries that support business programs."

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“The Directory of Mail Order Catalogs is the dream of all shoppers who like to receive catalogs in the mail; there is a catalog in here for everyone, ranging from clothing, toys, and furniture...The time the editors have put into developing and maintaining this title shows; this...directory is logically arranged and easy to navigate...The most impressive thing about the Directory is the sheer number of print catalogs it contains...The volume is recommended for public libraries and, to a lesser degree, academic libraries.”

—Journal of Business & Finance Librarianship

The Directory of Business to Business Catalogs

“This is one example of what can happen when a publisher listens to its customers. Grey House, publisher of the popular Directory of Mail Order Catalogs, after receiving numerous requests for a companion publication listing sources of suppliers’ catalogs, created The Directory of Business to Business Catalogs... Libraries owning the Directory of Mail Order Catalogs will want this Directory of Business to Business Catalogs. Much smaller and easier to use than the Thomas Register or Sweet’s Catalog, it is an excellent choice for libraries not owning those multi-volume guides and for larger libraries wishing to supplement their business supplier resources.”

-Booklist

“This directory continues to improve with each edition by including more entries...and expanded information in each entry. There are two electronic formats now available: an online database for immediate access and an ASCII comma delimited format to market to this industry. It serves as a useful supplement to the Thomas Register. Major business collections should seriously consider acquiring this book.”

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- ARBA

“Besides medium- and large-sized public libraries, and academic libraries with business collections, this work needs to appear on the shelves of trade association, chambers of commerce, and agencies that support small business development.”

- ARBA

“The directory would be a useful starting point for many sorts of business research, including those looking for suppliers, those researching competitors, and those looking for possible sources of mailing lists...this is a useful core resource...”

- ARBA

“The Directory is intended to serve a specific purpose, its organization is efficient and straightforward. It is a reliable, utilitarian publication...Purchasing departments will certainly find the volume useful. Public libraries with a healthy local business patronage or perhaps a small business outreach program may find it useful as well.”

- *Journal of Business & Finance Librarianship*

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