



## Librarians' Newsletter

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"...and is there honey still for tea?"  
The Education teddies prepare to fly to Europe.

### News and Announcements

Follow the links below for more information

[Taylor & Francis Acquires Triangle Journals](#)

[Education Teddy Bears to Romania](#)

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[Journal of Modern Optics - Access the online archive from Volume 1](#)

[African Identities to South African Universities deal](#)

Welcome to the third issue of the Taylor & Francis Group Librarians' Newsletter, and a special welcome to all the new registrants!

In this issue we cover further changes, acquisitions and mergers that have occurred at Taylor & Francis. There is news of the New Online Sales Models for 2006, a free article download and a report on the work Routledge has done for specialised teacher-training in Romania - plus spreading a little happiness in an orphanage in Bucharest.

### New Online Sales Models for 2006

Taylor & Francis has an excellent reputation for fair dealing among the global library community and our sales and marketing strategy is the result of extensive consultation with our customers. We have developed sales models that meet the needs of libraries and maximize revenue streams for our Societies/Journal Partners, as well as promoting readership, article submissions, and usage. Each journal occupies a unique niche for its authors and readers; our sales and marketing activities are designed to ensure that the identity of every title is preserved in an environment where online access and generic search engines mean that the authenticity and quality of information are more important than ever. [View the full article.](#)

### Free Article Download

In this issue of the Librarians' Newsletter, we would like to give you free online access to [Understanding Users and Use: A Market Segmentation Approach](#) by Geoffrey Yeo taken from the 'Journal of the Society of Archivists', Volume 26, Number 1, April 2005. For more information on the 'Journal of the Society of Archivists', visit the [journal home page.](#)