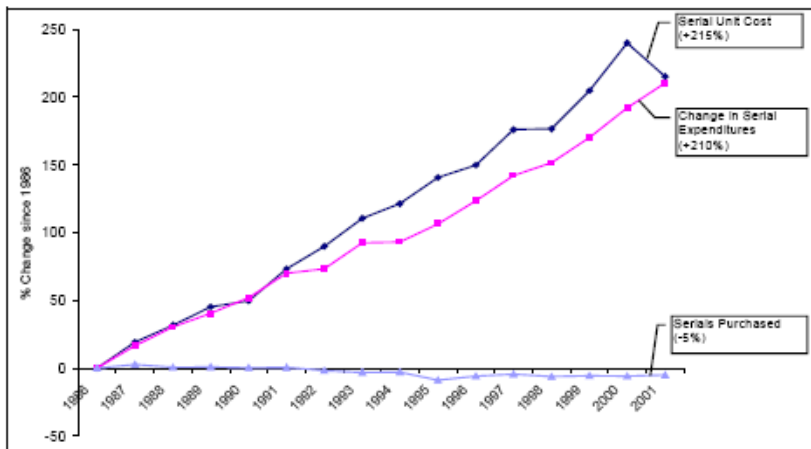


Demand for Journals is Inelastic



Note: The fall in journal prices in 2001 is due to the fact that a number of publishers make available a higher number of journals to libraries as part of bundling strategies via their on-line platforms

Source: ARL (Association of Research Libraries)