educational institutions in country X', the request will often be granted without great fuss. Adjustments are sometimes more difficult in the case of journals than with edited volumes because the publisher may have a fixed policy and set legal document for all of its journals, which it does not want to play with, but even here reasonable requests often result in contract modifications.

p. 451 In recent years there has been a movement, led by library organizations such as SPARC[17] and followed by university consortia, to encourage authors to use a preset, institutionally endorsed Author's Addendum, which presents publishers with wide-ranging demands, usually phrased in an unnecessarily hostile manner. Not surprisingly, the results have been far from successful, although the movement has captured the attention of publishers who have sometimes made pre-emptive changes in their copyright policies to forestall conflicts with their authors. Although the idea of having a common Author's Addendum drawn up by copyright specialists may sound good, in my view, better practical results have been achieved by authors acting on their own who have made reasonable requests which they are able to justify on the basis of concrete circumstances and real scholarly needs. In the final analysis, the protection of the legitimate rights of authors will depend on concerted action by professional societies, not by individual scholars working on their own.

Most often, the Author's Agreement (= publishing contract) that scholars receive when their papers are accepted for publication comes from the business office rather than from the academic editor(s). Nevertheless, it is useful to contact the editor(s) and seek their support and intervention in requests for contract adjustments. This is especially recommended in the case of edited volumes, where many of the contributors may be junior scholars without much power, whereas the editors may be senior scholars with international reputations with whom the publisher has a business incentive to want to remain on good terms.

The previous discussion relates to traditional journals (and edited volumes). Nowadays, there is another option which may make some of these problems moot. Here I am talking about Open Access journals. These journals, which are increasing in number and reputation and professional significance, are distributed on-line on the web and made available worldwide without subscription fees. This means that people in the field site country who have computers and internet connection, which is increasingly becoming the norm, and who wouldn't have had access to subscription-based print journals, can immediately get hold of a researcher's writings—in fact at exactly the same time and as easily as people in America, Europe, or Japan. Thus the field researcher is able to satisfy his professional obligation to get information back to the field without any extra effort or negotiation and possible conflict with the publisher. It may be that a scholar has
p. 452 other, well-founded reasons for choosing to publish in a traditional journal, but all things ↳ being equal, the field researcher concerned about making materials maximally available needs to keep relevant Open Access journals in mind.[18]

When it comes to publishing results in book form, the approach has to be somewhat different. There are two good ways to try to make your book maximally available in the country (or countries) where the field research was done. One technique is to retain publishing rights in that country and not give them to your publisher. For example, if you did your research in Tanzania, you could give your American or European or Australian publisher full rights *except for* Tanzania, whereupon you could arrange with a local publisher to put out the work in an inexpensive paperback format. Although an established press might insist that they always get world rights for the books they publish, you can easily convince them that they don't know how to sell books in Tanzania, for example—which is to say, they financially would lose nothing by acceding to your wishes.

The other thing that you can do is make a better arrangement for buying books to give away to deserving people in your field site or country. For example, whereas most publishers allow authors a 30 per cent or 40 per cent discount on books purchased for personal use, you could try to negotiate a discount of, let's say 50