

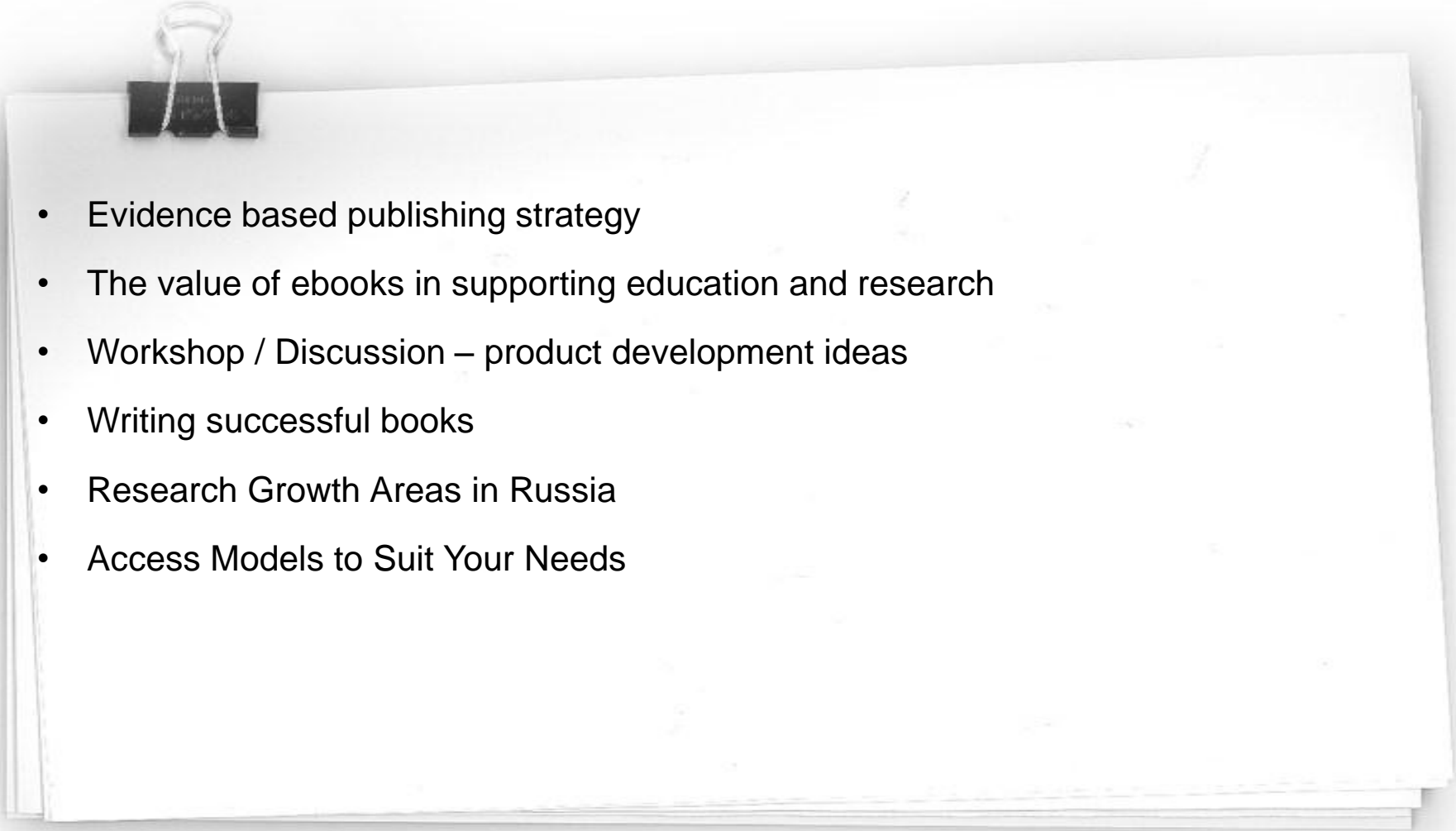


Elsevier Research Reference: A Partner in Pursuing Institutional Goals



Presented by Tim Pitts, Bryan Davies and Pavel Milasevic

Agenda





- 
- Evidence based publishing strategy
 - The value of ebooks in supporting education and research
 - Workshop / Discussion – product development ideas
 - Writing successful books
 - Research Growth Areas in Russia
 - Access Models to Suit Your Needs



**Elsevier is Strategically Positioned to Build
Content in Global Research Growth Areas to
Serve your Patrons**



Elsevier is a world leader in digital information solutions

	CONTENT	SOLUTIONS			
CAPABILITIES	Elsevier eBooks, Online Journals, Databases	Elsevier Research Intelligence	Elsevier R+D Solutions	Elsevier Clinical Solutions	Elsevier Education
	<p>Publishes over 2,500 online journals & over 33,000 ebooks</p> 	Provides universities, governments, and research institutions with the resources and insights to improve institutional research strategy, management, and performance.	Helps corporate researchers, R+D professionals, and engineers improve how they interact with, share, and apply information to solve problems using our digital workflow tools, analytics, and data	Helps medical professionals apply trusted data and sophisticated tools to make better clinical decisions, deliver better care, and produce better healthcare outcomes.	Helps educate highly-skilled, effective healthcare professionals, using the most advanced pedagogical tools and reference works.
PLATFORMS					
		Pure SciVal	Knovel Geofacets Embase Reaxys	ClinicalKey ToxED	Mosby's Skills+

Over the last **50 years** the majority of Noble Laureates have published with Elsevier

Founded over **130 years ago**

Employ over **7,000 employees** in 24 countries

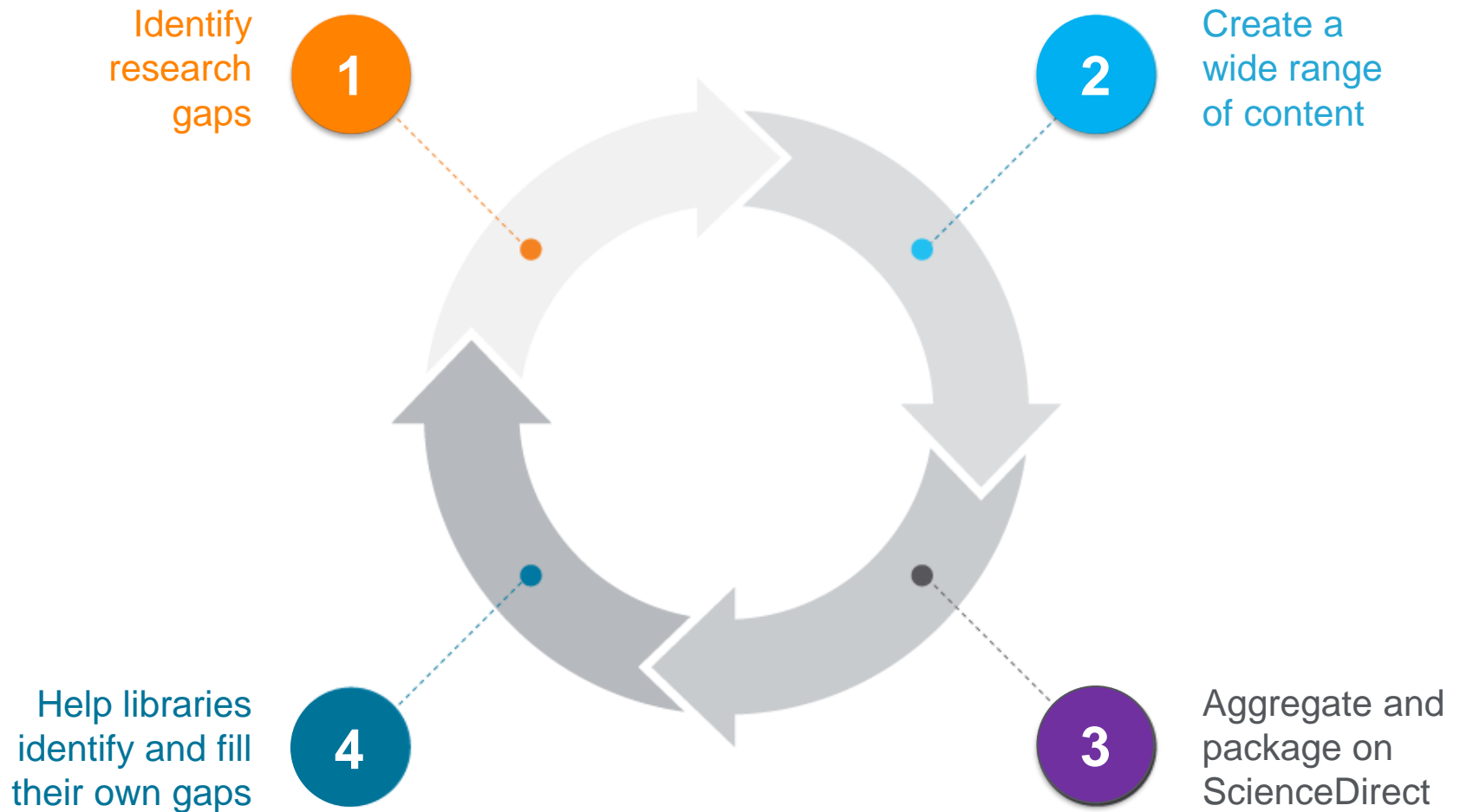
Published over **360,000 articles** in 2014

Received over **1.1 million submissions** in 2014

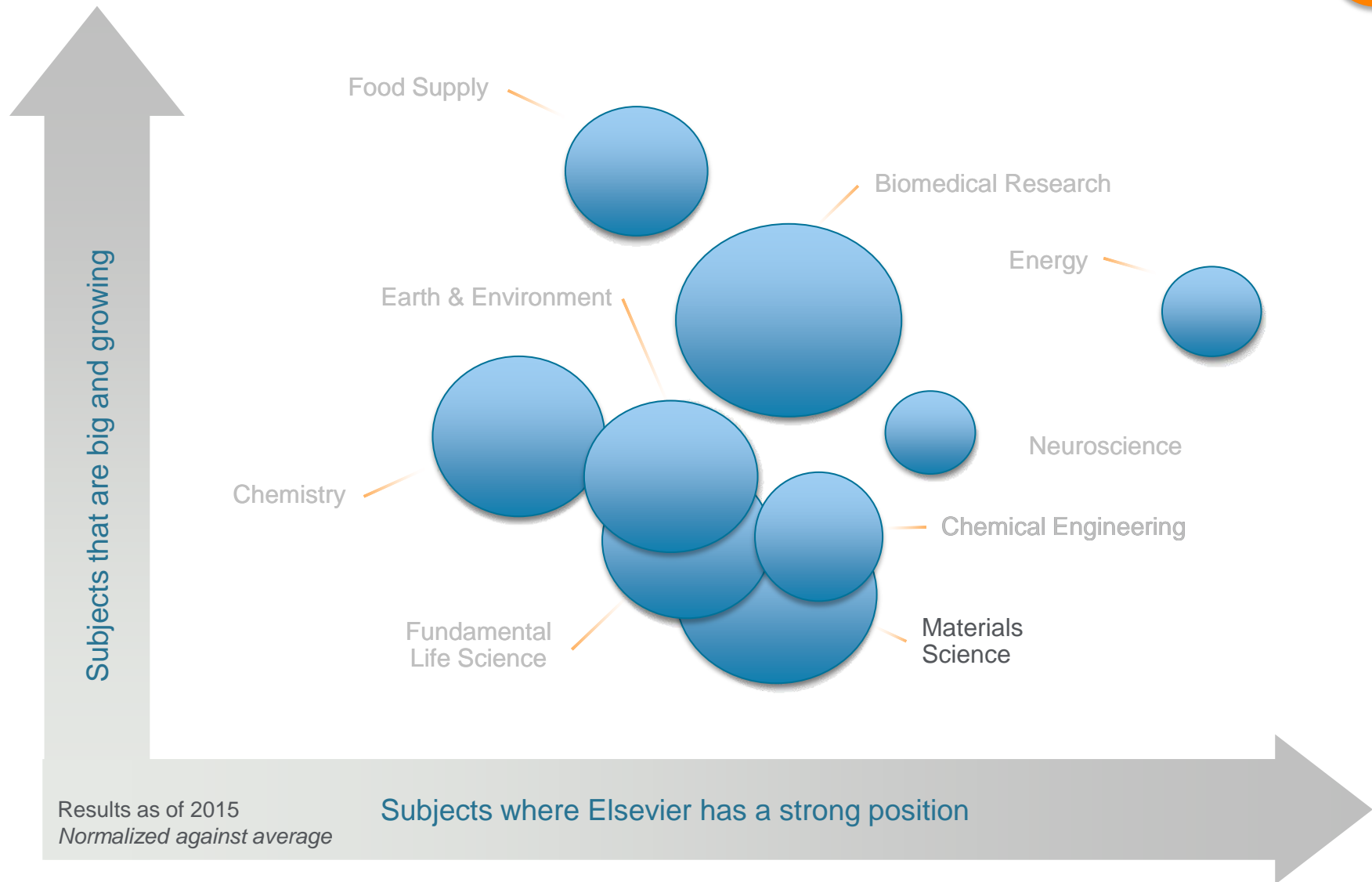
Work with over **30 million** Scientists, students, health & information professionals

Over **55 million** items indexed by Scopus

Elsevier is focused on identifying and collecting the best research available and disseminating this to the research and teaching communities



Monitor the ebb and flow of research



Elsevier Books Editorial Strategy - identifying the content gaps

2



Scopus & SciVal

- Track all journal activity
- Article citation
- Research/subject growth
- Citation impact
- Influential authors and institutions
- Research funding
- Book usage trends



Analysis

- Identify hot growth areas and correlate with high-performing authors
- Identify research gaps
- Quantify an idea



Results

- Create annual strategic plan
- Create 'hit' lists
- Profile and prospect for 'best fit' authors
- Publish content for comprehensive research coverage

Journal Publication Output

Image Processing: CAGR 3.4%



Connect with the top potential authors

TITLE-ABS-KEY (mars) [Edit](#) [Set alert](#) [Set feed](#)

32,262 document results [Primary documents](#) | [View 426 patent results](#) | [Search your library](#) | [Analyze search results](#)

[Export](#) | [Download](#) | [View citation overview](#) | [View Cited by](#) | [More...](#)

Refine [Limit to](#) [Exclude](#)

Year

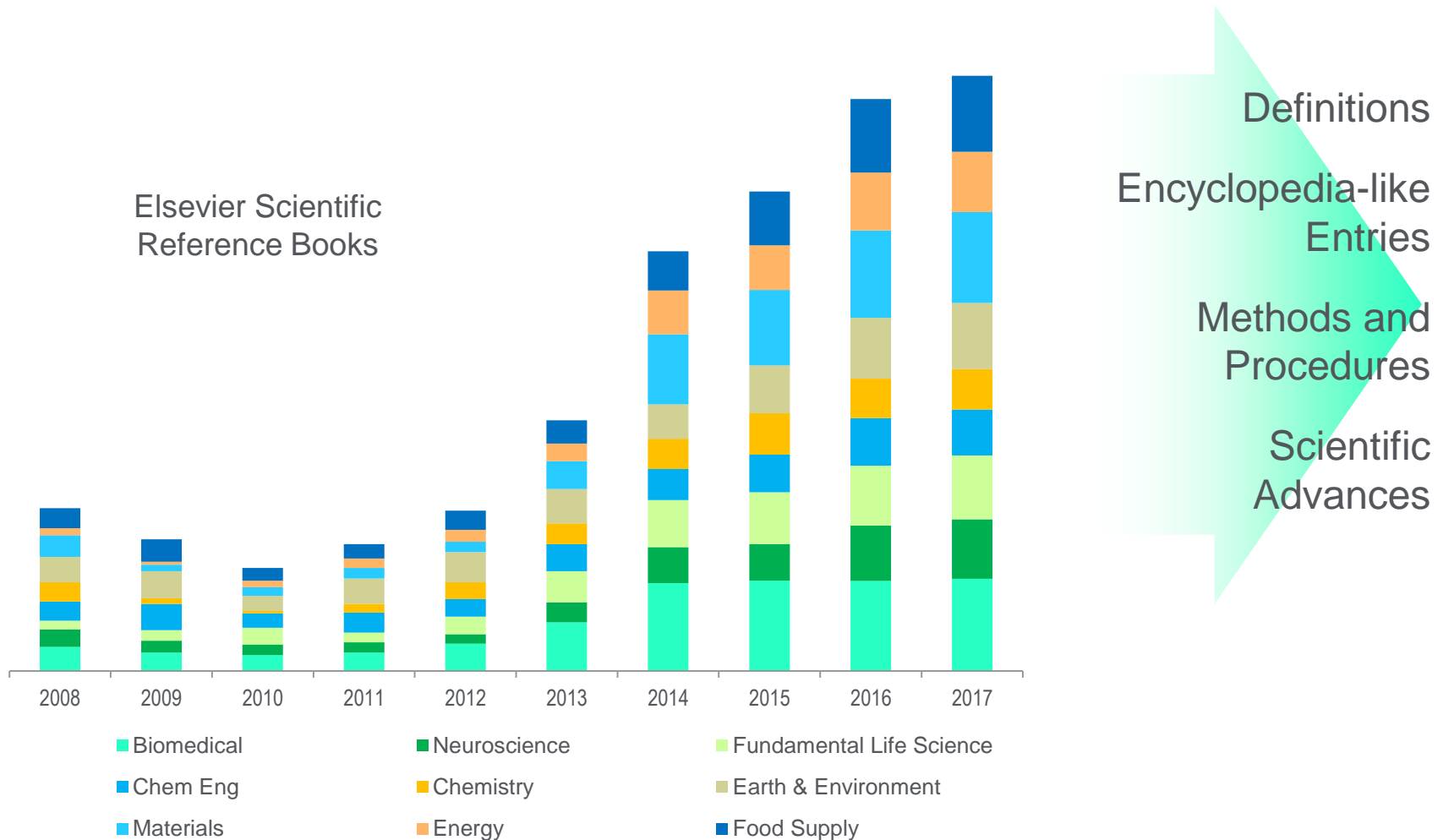
- 2015 (596)
- 2014 (1,722)
- 2013 (1,823)
- 2012
- 2011

Author Name	Count
<input type="checkbox"/> Head, J.W.	(229)
<input type="checkbox"/> Christensen, P.R.	(184)
<input type="checkbox"/> Squyres, S.W.	(182)
<input type="checkbox"/> McKay, C.P.	(168)
<input type="checkbox"/> Bell, J.F.	(167)

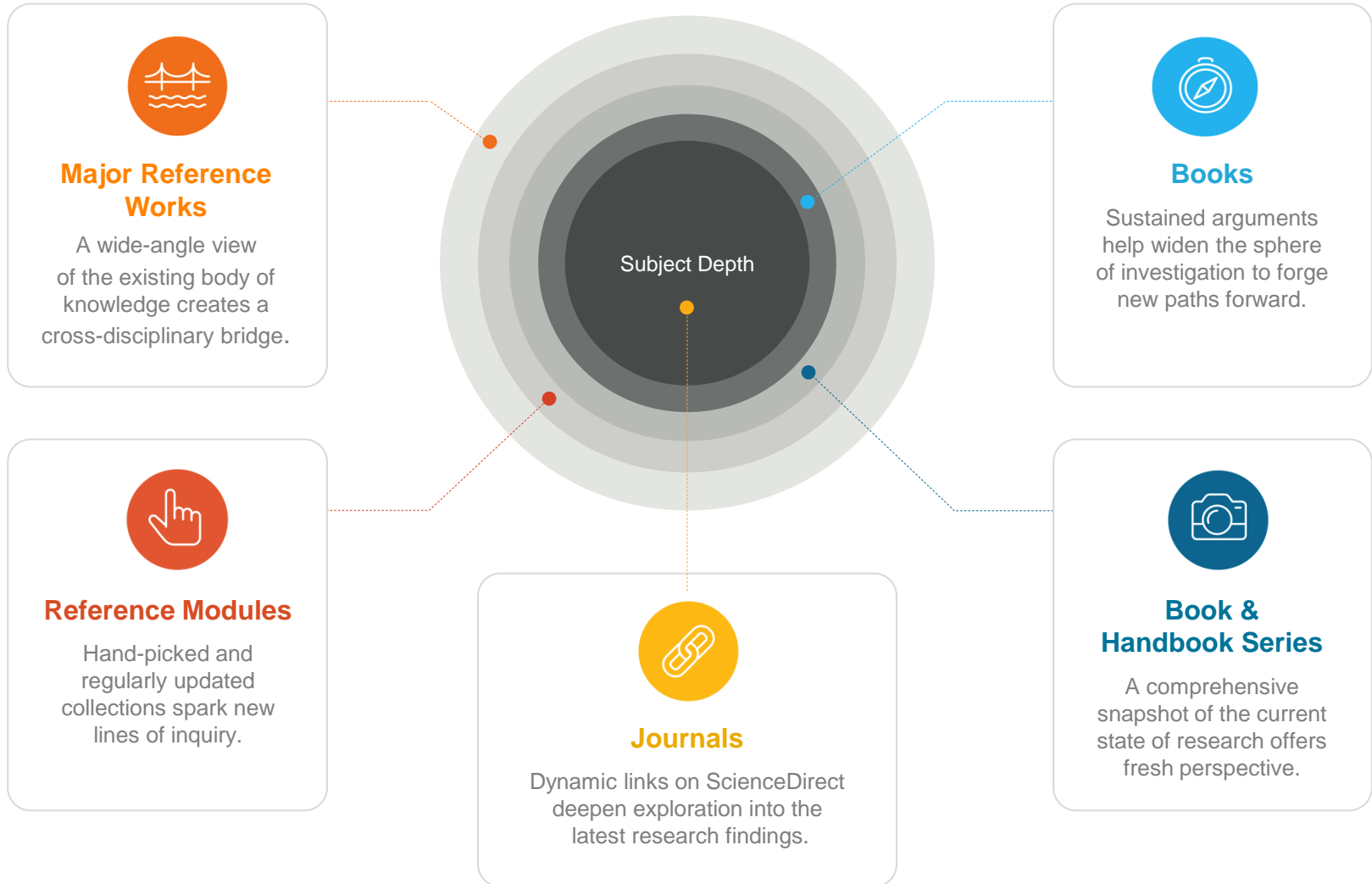
<input type="checkbox"/> JMSS-1: A new Martian soil simulant Planetary science 1	Zeng, X., Li, X., Wang, S., (...), Li, Y., Feng, J.	Full Text View at Publisher
<input type="checkbox"/> Insight into the improvement effect of the Ce doping into the SnO ₂ catalyst for the catalytic combustion of methane 2	Liu, C., Xian, H., Jiang, Z., (...), Tan, Y., Li, X.	Full Text View at Publisher
<input type="checkbox"/> Value diversity and crew relationships during a simulated space flight to Mars	Sandal, G.M., Bye, H.H.	Full Text View at Publisher
<input type="checkbox"/> Impact of surface dust source exhaustion on the martian dust cycle, dust and interannual variability, as simulated by the MarsWRF General Circulation Model	Newman, C.E., Richardson, M.I.	Full Text View at Publisher
<input type="checkbox"/> Investigating the consistency of martian methane observations by investigation of methane transport	Holmes, J.A., Lewis, S.R., Patel, M.R.	Full Text View at Publisher

Elsevier capitalizes on proprietary knowledge to invest in notable content gaps to grow our reference base to support researchers and students

No. Front list titles*



An advantageous mix of content



Harmoniously hosted on ScienceDirect

- 13 million journal articles and more than 33,000 books
- 19.8M book downloads per year
- 12M (11%) monthly subscribed users, many more guest users



All content on
ScienceDirect is
DRM Free

Researchers and students need access to the right tools to succeed. On ScienceDirect, the platform and content *work together* to support these key needs

Key needs of researchers



Help me discover the relevant information

- Search functionalities
- Recommendations



Give me access to the detail I need

- Recommendations
- Books
- Reference Modules

BOOK CONTENT
*Breadth
 Connecting
 Disciplines*

Researchers and students use both book & journal content to build knowledge around a topic

ARTICLE CONTENT
*Depth in Growing
 Disciplines*



Keep me informed of the latest developments and news

- Journal browse
- Alerts



Make the process quick and easy

- PDF download and share
- HTML article rendering
- Content enhancements

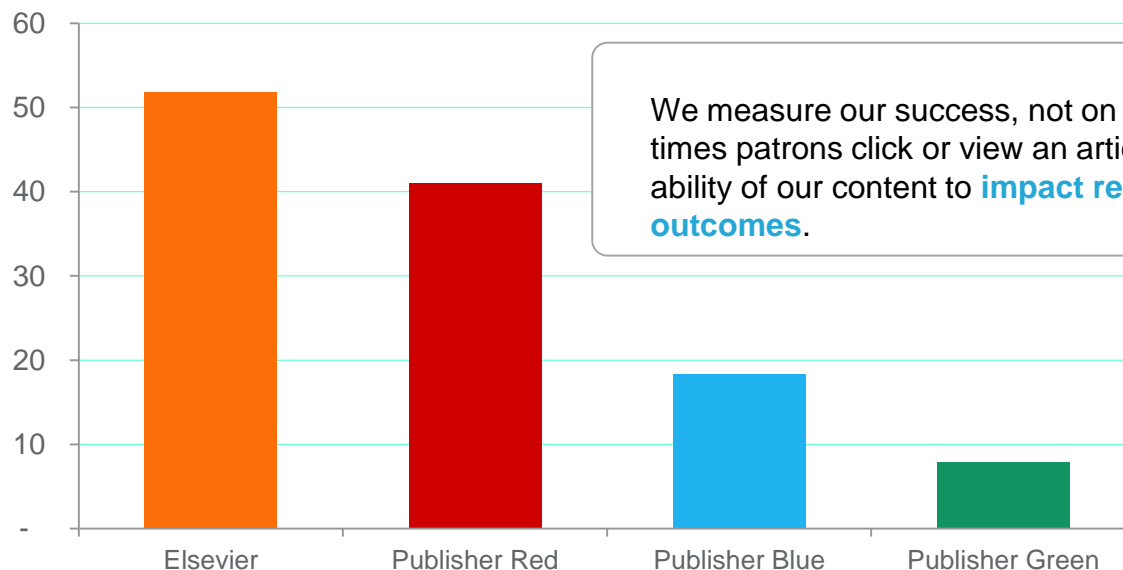
A smart editorial strategy pays

- **74%** year over year usage growth for eBooks on ScienceDirect
- **8%** usage growth for ScienceDirect overall
- Higher researcher satisfaction since 2013
- Higher purchaser satisfaction since 2012

Source: market research survey by Elsevier

- Highest citation per book by large commercial publisher 2005-11

Source Scopus book citation database, all book types and subject areas

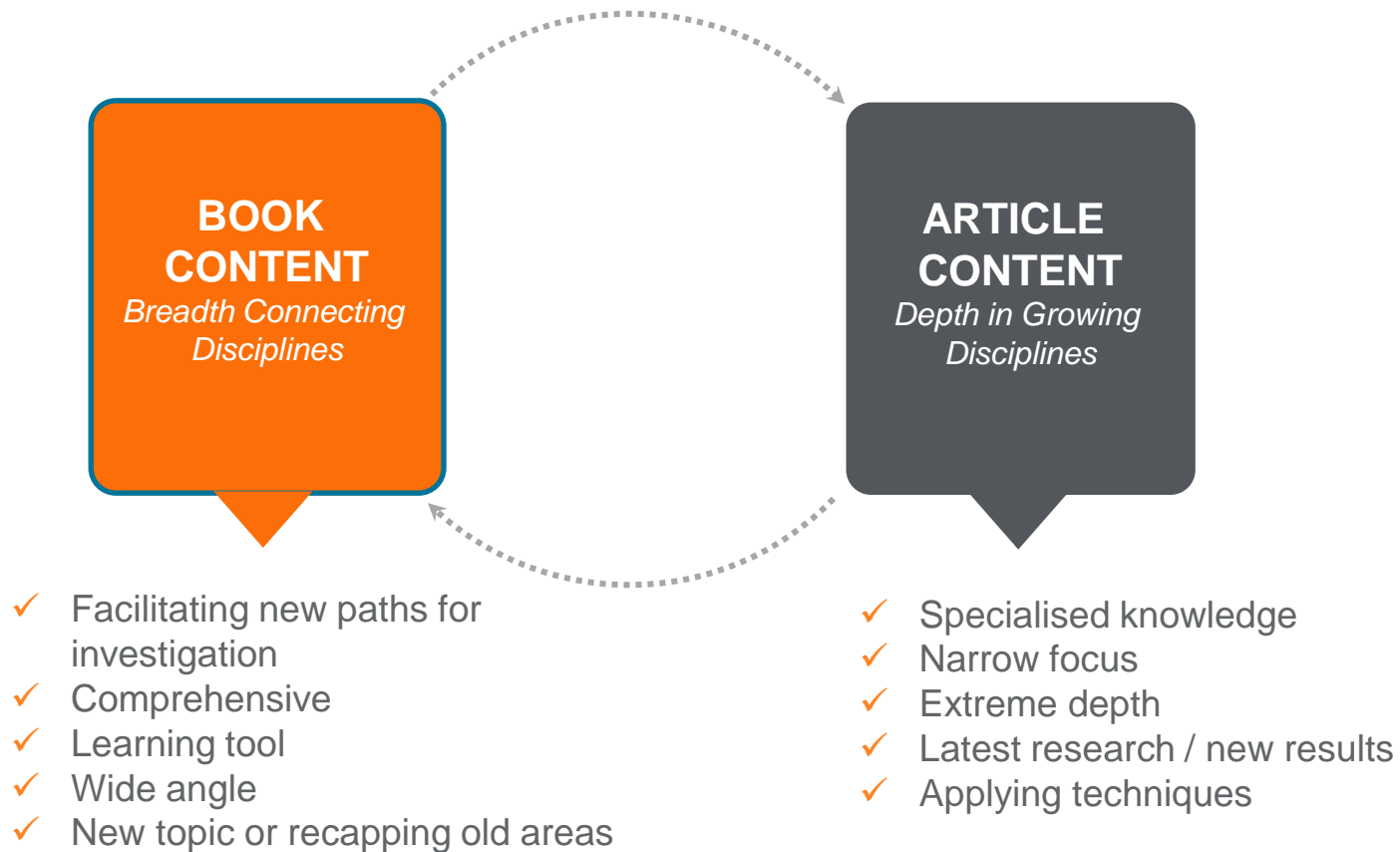




The value of ebooks in supporting education and research

eBook content is a critical complement to journal content, providing unique benefits to drive research and education forward

Books and journal articles provide different types of content, but for this reason they are fundamentally interlinked: **researchers/students need both to build their knowledge around a topic.**



Source: Communispace survey of 150 users (students to senior researchers) conducted for S&T Books in October 2014

eBook content is a critical complement to journal content, providing unique benefits to drive research and education forward

ebook and journal content are used interchangeably in interdisciplinary research

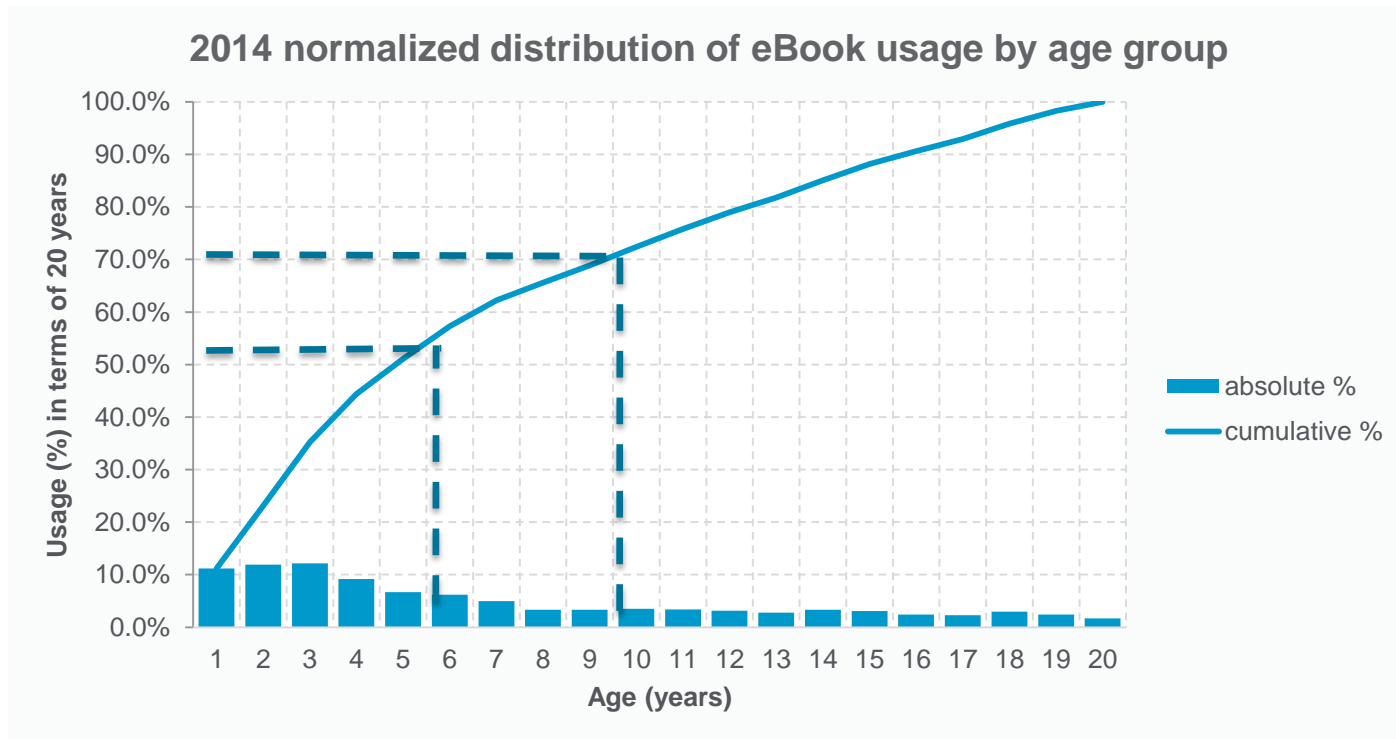
“I want to understand the article” – providing a researcher the foundational content required to understand the terms in a journal article

“It is a challenge to quickly get a foundation of relevant, authoritative, knowledge on subjects that are new to me”

“I need to find related foundational information to support interdisciplinary research”

eBook content has longevity: it's value will continue to grow

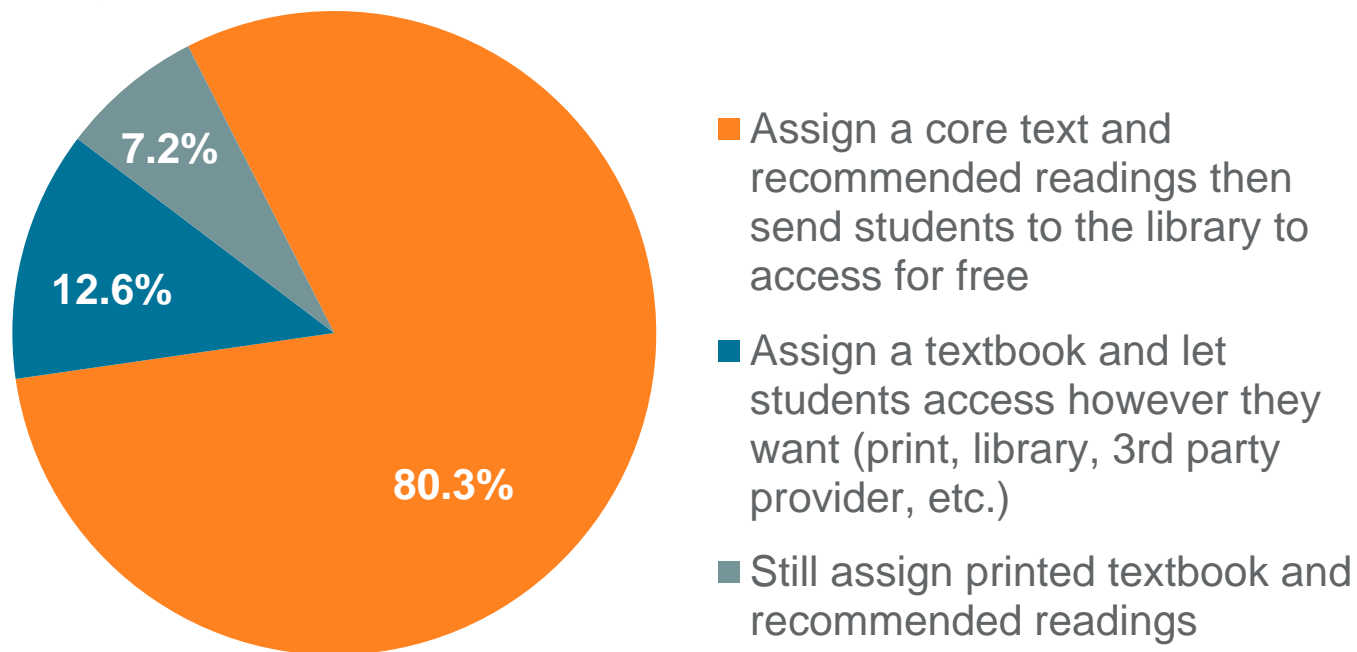
- Older books contribute significantly to eBook usage well beyond their first few years.
- eBook usage peaks when 2-3 years old and distributes relatively evenly thereafter.
- About 50% of FTCs is generated by eBooks 0-5 years old and **50% by eBooks 5-20 years old.**
- After about 9 years, eBooks still contribute approximately 30% FTCs in terms of a lifetime usage of 20 years.



eBooks as research resources maintain their value for extended periods.

Faculty prefer electronic resources to support students

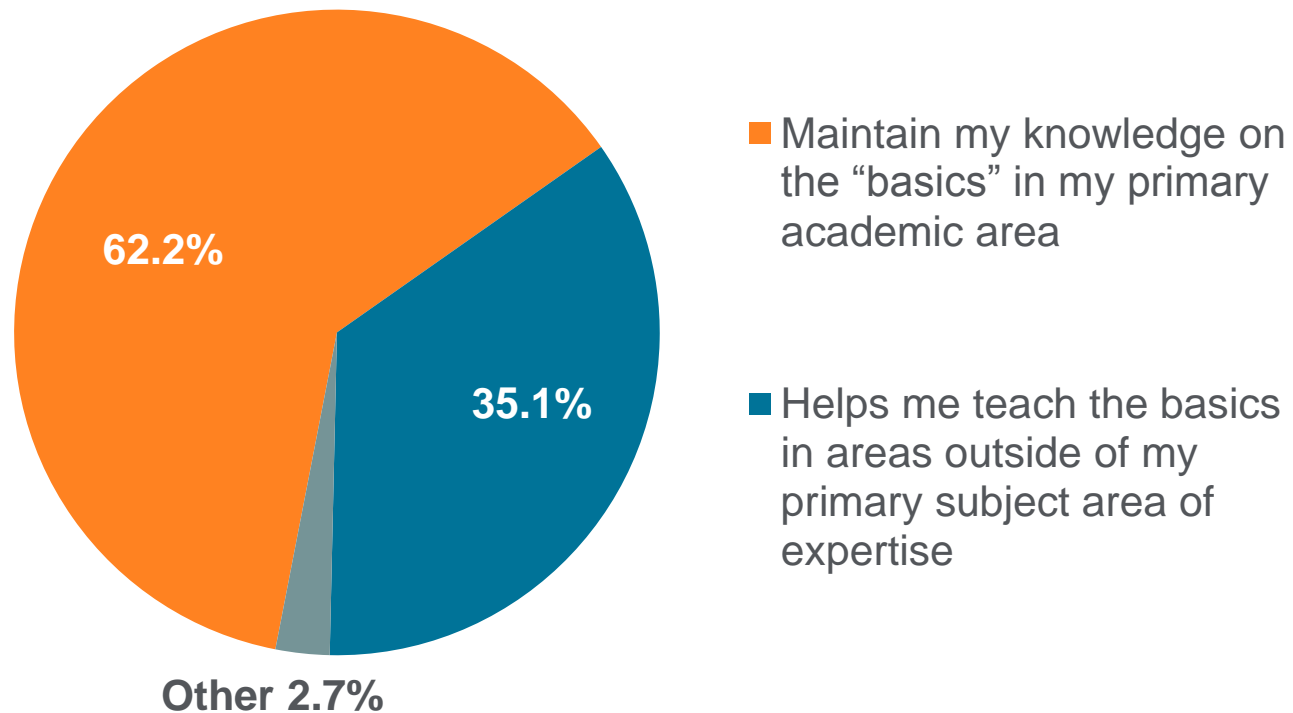
If eTextbooks were available via the library, only 7% of teachers say they would still assign a printed text—80% would assign an online core text and recommended readings online, via the library



“Makes it easier for the students to find the bibliographic sources I recommend.”

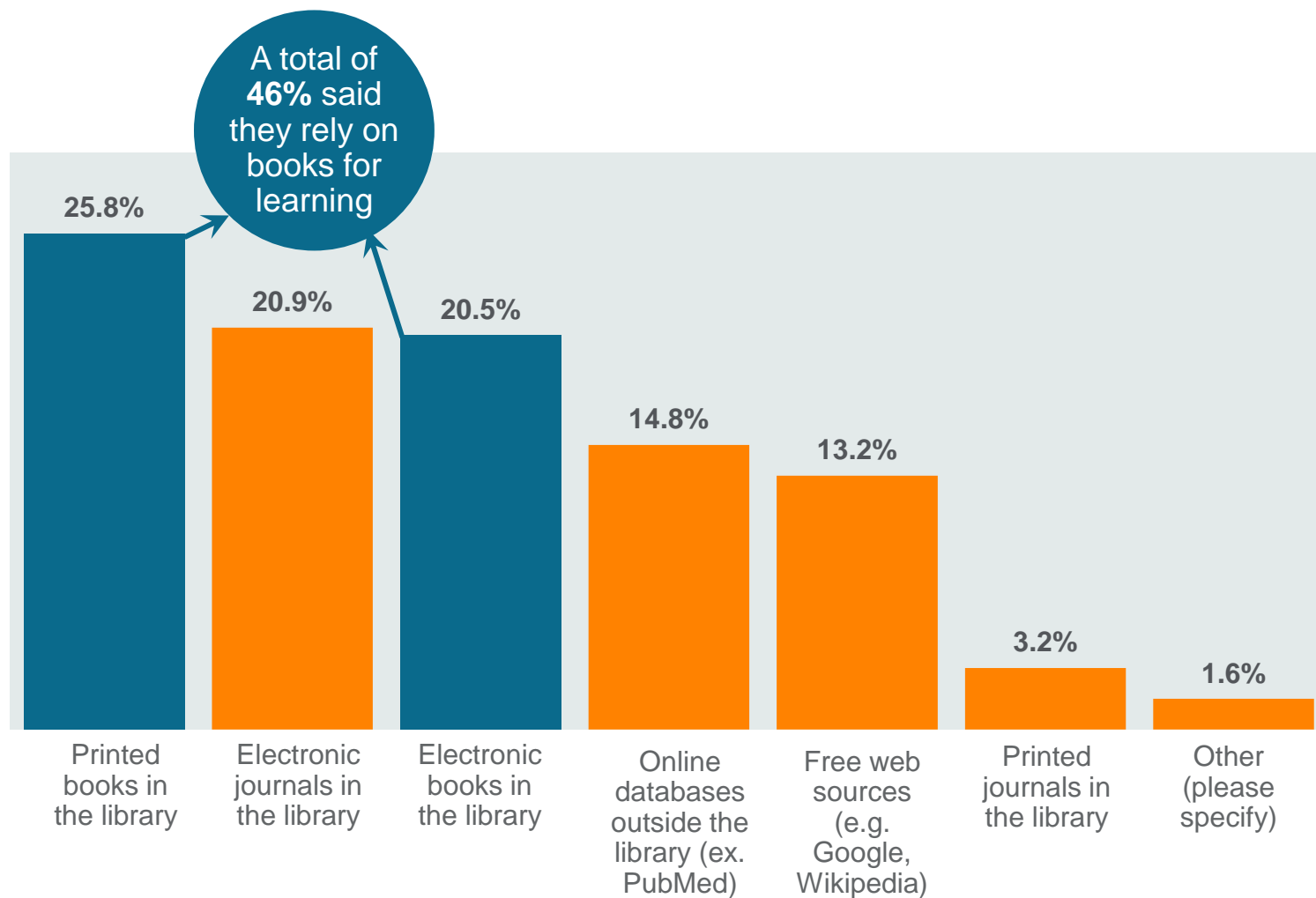
Maribel Castilla, Lecturer, Universidad San Pablo CEU

eBooks on ScienceDirect help faculty maintain and grow the knowledge needed to succeed in teaching



Faculty need resources to maintain their knowledge and also to be able to apply across related subject areas, requiring them to expand into new fields.

Books top the list of materials needed for the classroom



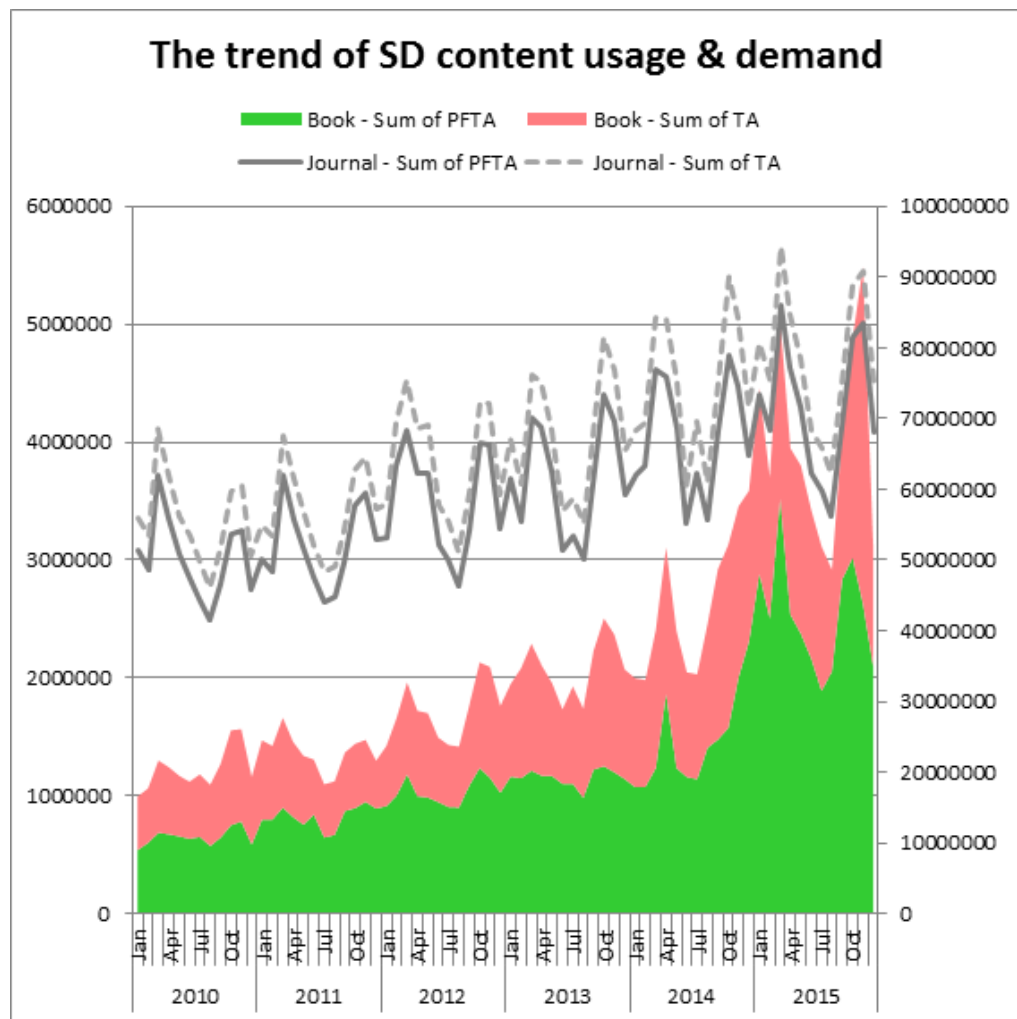
Data Source: 2012 Elsevier global market research study; responses from 8215 students/researchers and 2870 teachers



eBook Content Complements Journal Content to Move Education and Research Forward



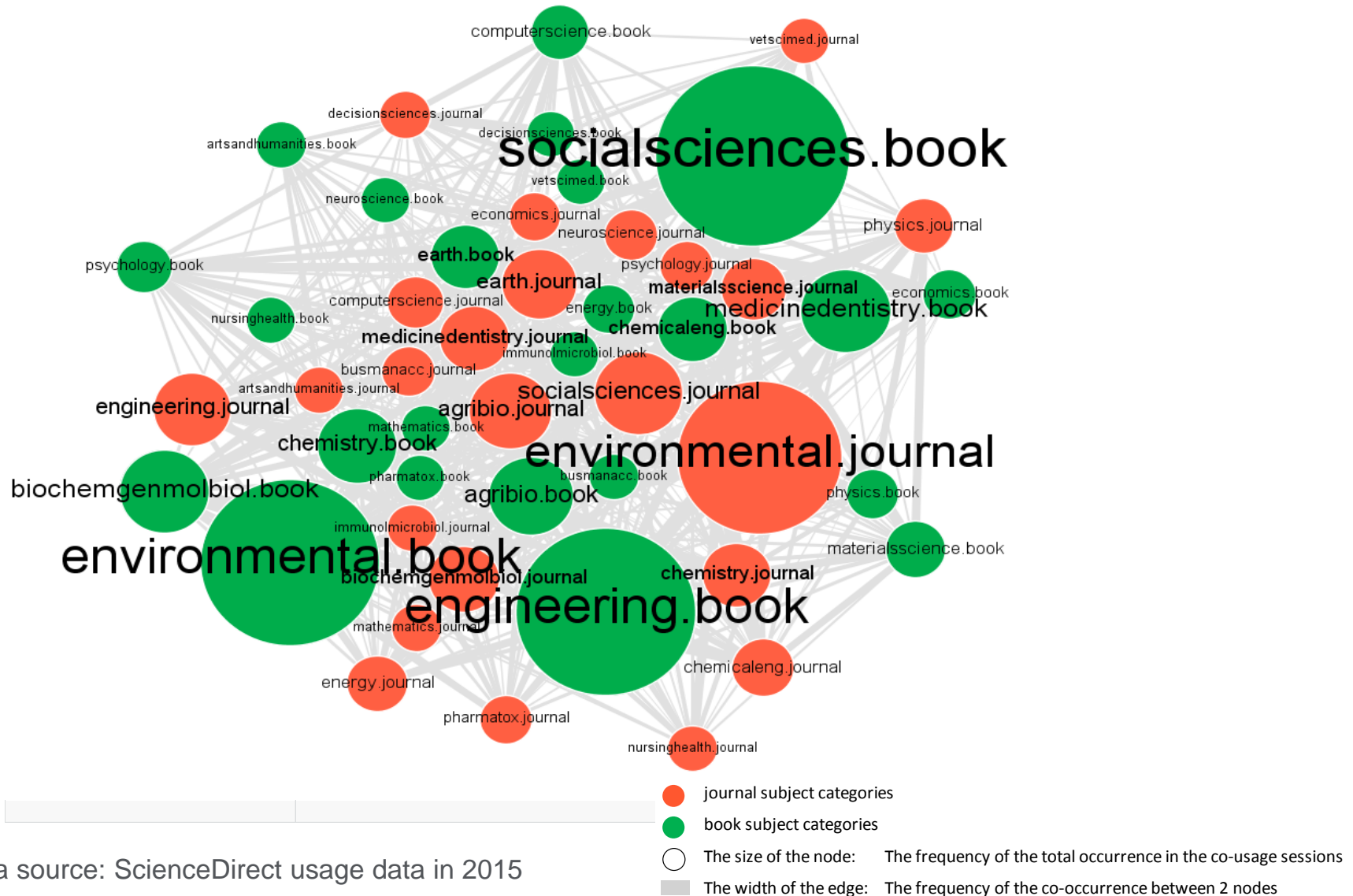
Globally we're seeing book usage and turnaways mimicking journal usage and turnaways, reflecting the desire by researchers and students to use both book and journal content



- Given the percentage of book chapters to journal articles on ScienceDirect is 8%, the trend clearly shows that book usage and turnaways is high
- There has been a substantial increase in the usage and demand for books in 2015
- The percentage of turnaways to usage is much higher for books (50%+ on average) than for journals

Researchers need both to move their research and studies forward

How books have been used together with journals in a visit from a major organization



Data source: ScienceDirect usage data in 2015

eBook content is a critical complement to journal content, providing unique benefits to drive research and education forward

ebook and journal content are used interchangeably in interdisciplinary research

“I want to understand the article” – providing a researcher the foundational content required to understand the terms in a journal article

“It is a challenge to quickly get a foundation of relevant, authoritative, knowledge on subjects that are new to me”

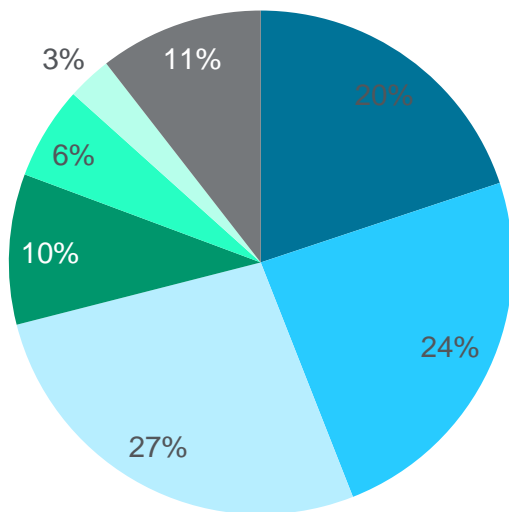
“I need to find related foundational information to support interdisciplinary research”



eBook Content Facilitates Interdisciplinary Research to Move Education and Research Forward

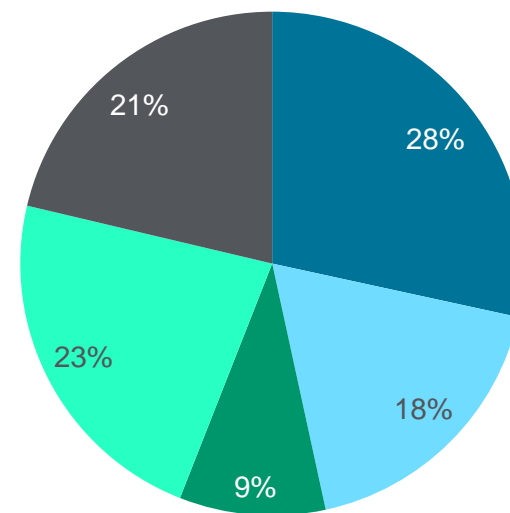
Globally, 44% of researchers look for content outside their immediate field at least weekly, while 47% look for collaborators outside their immediate field at least once a year

How often do you search for content outside your immediate field of study? N=352



- Several times a week
- Around once a week
- Around once or twice a month
- Once every 2-3 months
- Once every 6 months
- Less often/never
- It depends on what I'm working on at the time

Approximately, how often do you look for collaborators from outside your immediate field of study? N=352

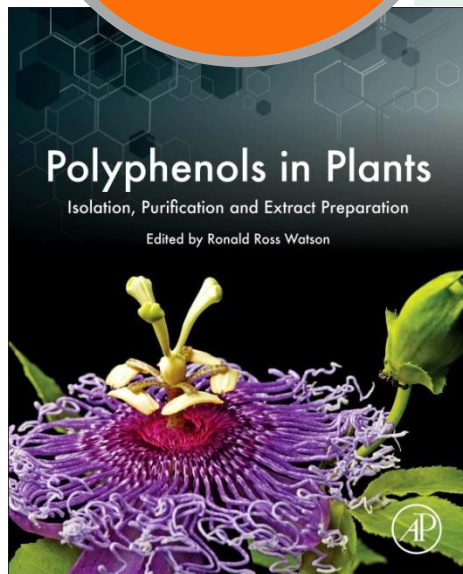


- At least once every 6 months
- Once a year
- Once every 2-3 years
- Less often/never
- It varies

eBooks facilitate interdisciplinary research and study

33,000
Books on
ScienceDirect

3217 journal articles from across 19 subject areas referenced in *Polyphenols in Plants*



SUBJECT AREA	# OF ARTICLES REFERENCED
Agricultural & Biological Sciences	1011
Chemistry	840
Biochemistry, Genetics & Molecular Biology	682
Environmental Science	193
Pharmacology, Toxicology & Pharmaceuticals	128
Medicine	105
Chemical Engineering	58
Engineering	54
Nursing	51
Immunology & Microbiology	26
Materials Science	24
Physics & Astronomy	16
Multidisciplinary	10
Earth & Planetary Sciences	6
Social Sciences	4
Energy	3
Computer Science	3
Arts & Humanities	2
Health Professions	1

Source: Scopus data

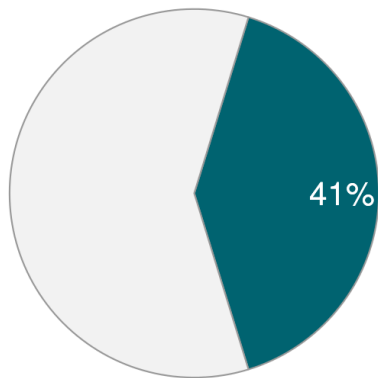
Books consolidate thousands of hours of research, define the relationships and interdependencies, and provide a chronology of discovery.

eBooks are an entry point to research topics in many disciplines, supporting seamless interdisciplinary endeavors

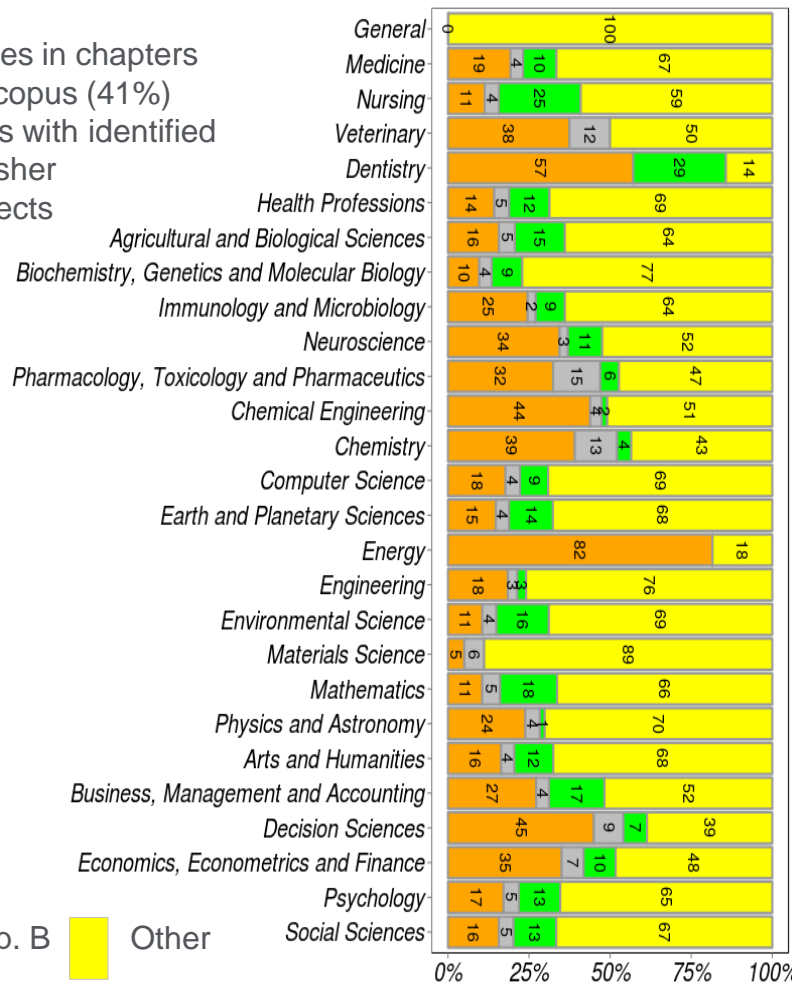


International Encyclopedia of the Social and Behavioral Sciences, Second Edition

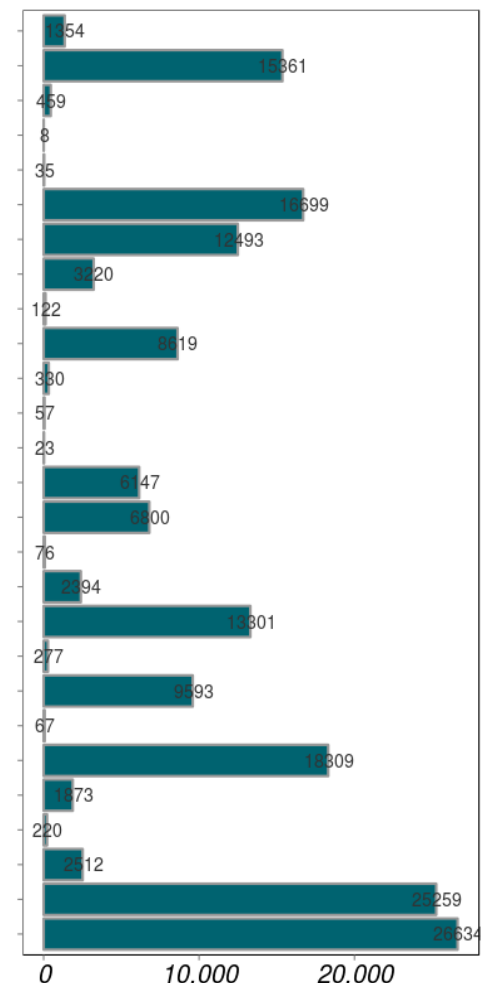
- 3998 Chapters
- 146051 References in chapters
- 59151 Links to Scopus (41%)
- 38491 Documents with identified subject and publisher
- 27 /27 Main Subjects



Publisher share by subject of the article references

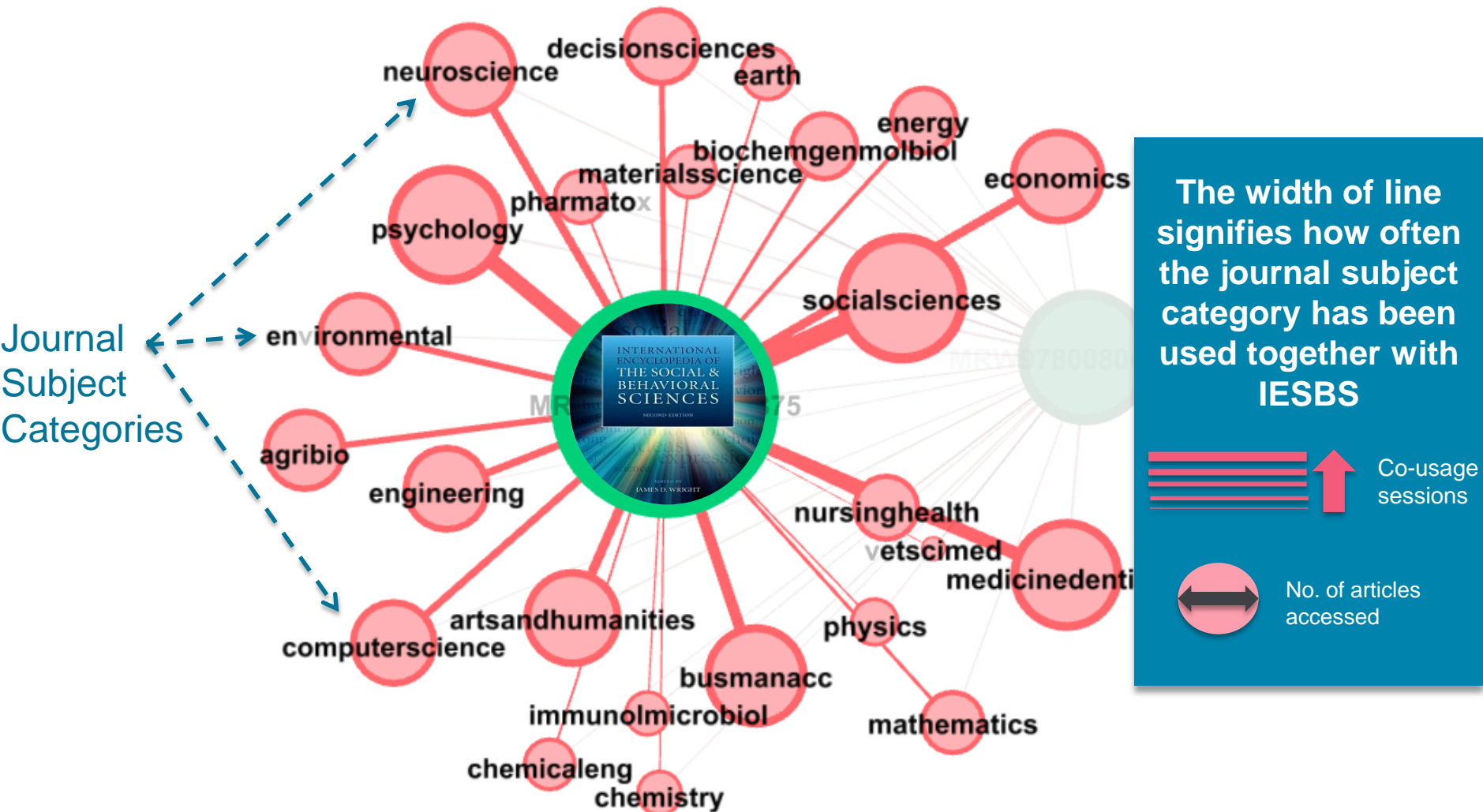


Count of article references by Subject



eBooks are an entry point to research topics in many disciplines, supporting seamless interdisciplinary endeavors

For users accessing International Encyclopedia of Social and Behavioral Science on ScienceDirect, these are the disciplines from which users *also* access journal articles in the same session



Workshop: Product Development Review and Group Discussion

eBook Forum Workshop

Product Development Preview & Group Discussion

Objective:

Making ebook content relevant
for users

Researchers need specialist & integrated content

Content designed to solve specific problems that require journals and books

Book Content

Article Content

Books and journal articles provide different types of content, but for this reason they are fundamentally interlinked

- ✓ Fundamental knowledge
- ✓ Comprehensive
- ✓ Learning tool
- ✓ Wide angle
- ✓ New topic or recapping old areas

- ✓ Specialised knowledge
- ✓ Narrow focus
- ✓ Extreme depth
- ✓ Latest research / new results
- ✓ Applying techniques

Researchers need both to build their knowledge around a topic.

Researchers need specialist & integrated content

Common Interdisciplinary Use Cases that use journals and books interchangeably .

“It is a challenge to quickly get a foundation of relevant, authoritative, knowledge on subjects that are new to me”

“I need to get up to speed on a new topic in order to understand the article I’m reading”

“Understanding techniques and processes is required to understand and reuse the results in a paper, but this information is very hard to find.”

The Problem

ScienceDirect Journals Books

Search all fields Author name Journal or book title Volume Issue Page Advanced search

Search results: 677,368 results found for endogenous. Save search alert RSS

Download PDFs Export Relevance All access types

Refine filters

Year

- 2016 (221)
- 2015 (26,486)
- 2014 (33,208)
- 2013 (32,988)
- 2012 (29,950)

View more >>

Publication title

- Brain Research (15,171)
- Biochemical and Biophysical Research Communicat... (12,979)
- European Journal of Pharmacology (10,944)
- Gastroenterology (8,886)
- FEBS Letters (8,695)

View more >>

Topic

- cell (20,452)
- dna (19,733)
- patient (19,140)
- rna (7,618)
- day (6,593)
- atp (6,377)
- rat (6,036)
- human (5,380)
- gaba (5,034)
- protein (4,925)
- lps (4,640)
- fatty acid (4,390)
- plasm (4,286)
- brain (4,284)
- nmnda (4,153)
- amino acid (4,010)
- research communication (3,974)
- biophysical research (3,951)
- pbs (3,766)
- cns (3,723)

View less >>

Content type

- Journal (635,483)
- Book (62,661)
- Reference Work (6,161)

Apply filters

Tolerance and immune response to the porcine endogenous retrovirus in German landrace pigs immunised with viral proteins
Virus Research, Volume 208, 2 October 2015, Pages 39-43
Joachim Denner, Björn Petersen, Heiner Niemann
▶ Abstract | ▶ Research highlights | ▶ PDF (1017 K)

External constraints and endogenous growth: Why didn't some countries benefit from capital flows? Original Research Article
Journal of International Money and Finance, Volume 56, September 2015, Pages 223-249
Karine Gente, Miguel A. León-Ledesma, Carine Nourry
▶ Abstract | ▶ Research highlights | ▶ PDF (476 K)

A phase IIa randomized clinical study testing GNBAC1, a humanized monoclonal antibody against the envelope protein of multiple sclerosis associated endogenous retrovirus in multiple sclerosis patients — A twelve month follow-up
Journal of Neuroimmunology, Volume 285, 15 August 2015, Pages 68-70
Tobias Derfuss, François Curtin, Claudia Guebelin, Claire Bridel, Maria Rasenack, Alain Matthey, Renaud Du Pasquier, Myriam Schluemp, Jules Desmeules, Alois B. Lang, Hervé Perron, Raphael Faucard, Hervé Porchet, Hans-Peter Hartung, Ludwig Kappos, Patrice H. Lalive
▶ Abstract | ▶ Research highlights | ▶ PDF (183 K) | ▶ Supplementary content

Wheat starch swelling, gelatinization and pasting: Effects of enzymatic modification of wheat endogenous lipids Original Research Article
LWT - Food Science and Technology, Volume 63, Issue 1, September 2015, Pages 361-366
Lien R. Gerits, Bram Pareyt, Jan A. Delcour
▶ Abstract | ▶ Research highlights | ▶ PDF (833 K)

Endogenous growth and wealth inequality under incomplete markets and idiosyncratic risk Original Research Article
Journal of Macroeconomics, Volume 45, September 2015, Pages 300-317
Christiane Clemens, Maik Heinemann
▶ Abstract | ▶ Research highlights | ▶ PDF (825 K) | ▶ Supplementary content

Endogenous fatty acids in olfactory hairs influence pheromone binding protein structure and function in *Lymantria dispar* Original Research Article
Archives of Biochemistry and Biophysics, Volume 579, 1 August 2015, Pages 73-84
Jason Nardella, Mailyn Terrado, Nicolette S. Honson, Erika Plettner
▶ Abstract | ▶ Research highlights | ▶ PDF (1850 K) | ▶ Supplementary content

Revisiting sulfur Kuznets curves with endogenous breaks modeling: Substantial evidence of inverted-Us/Vs for individual OECD countries Original Research Article
Economic Modelling, Volume 49, September 2015, Pages 278-285
Brantley Liddle, George Messinis
▶ Abstract | ▶ Research highlights | ▶ PDF (462 K) | ▶ Supplementary content

Elevated glycated albumin and reduced endogenous secretory receptor for advanced glycation endproducts levels in serum predict major adverse cardio-cerebral events in patients with type 2 diabetes and stable coronary artery disease Original Research Article
International Journal of Cardiology, Volume 197, 15 October 2015, Pages 241-247
Zhen Kun Yang, Ying Shen, Wei Feng Shen, Li Jin Pu, Hua Meng, Rui Yan Zhang, Qi Zhang, Qiu Jing Chen, Raffaele De Caterina, Lin Lu
▶ Abstract | ▶ Research highlights | ▶ PDF (1099 K) | ▶ Supplementary content

A highly specific fluorescent probe for hypochlorite based on fluorescein derivative and its endogenous imaging in living cells Original Research Article
Dyes and Pigments, Volume 120, September 2015, Pages 22-29

Researchers need specialist & integrated content

The screenshot shows the ScienceDirect search interface. At the top, there are search fields for 'Search all fields', 'Author name', 'Journal or book title', 'Volume', 'Issue', and 'Page'. Below these, it displays 'Search results: 677,368 results found for endogenous'. On the left side, there are several filter sections: 'Refine filters', 'Year' (with checkboxes for 2016-2012), 'Publication title' (with checkboxes for various journals like Brain Research, Biochemical and Biophysical Research Communicat..., etc.), 'Topic' (with checkboxes for cell, dna, patient, rna, day, atp, rat, human, gaba, protein, lps, fatty acid, plasm, brain, nmda, amino acid, research communication, biophysical research, pbs, cns), and 'Content type' (with checkboxes for Journal (635,483), Book (62,661), and Reference Work (6,161)). The 'Content type' section is circled in red. At the bottom left of the filters, there is an 'Apply filters' button. The main search results area on the right shows a list of articles, each with a title, journal information, authors, and options for 'Abstract', 'Research highlights', and 'PDF'. The word 'endogenous' is highlighted in yellow in several titles.

The Problem

ScienceDirect Journals Books

Search all fields Author name Journal or book title Volume Issue Page Advanced search

Save search alert RSS

Relevance All access types

Refine filters

Year

- 2016 (2)
- 2015 (3)
- 2014 (3)
- 2013 (3)
- 2012 (2)

View more

Publication

- Brain Research
- Biochemistry
- Research
- Europe
- Pharma
- Gastroenterology
- FEBS Letters

View more

Topic

- cell (20)
- dna (15)
- patient (7)
- rna (7)
- day (6)
- atp (6,377)
- rat (6,036)
- human (5,380)
- gaba (5,034)
- protein (4,925)
- lips (4,640)
- fatty acid (4,390)
- plasm (4,286)
- brain (4,284)
- nmda (4,153)
- amino acid (4,010)
- research communication (3,974)
- biophysical research (3,951)
- pbs (3,766)
- cns (3,723)

View less

Content type

- Journal (635,483)
- Book (62,661)
- Reference Work (6,161)

Apply filters

virus in German landrace pigs immunised with viral proteins

countries benefit from capital flows? Original Research Article

223-249

and monoclonal antibody against the envelope protein of hepatitis C virus — A twelve month follow-up

Basenack, Alain Matthey, Renaud Du Pasquier, Myriam Schluemp, Porchet, Hans-Peter Hartung, Ludwig Kappos, Patrice H. Lalive

Intentional

epigenetic modification of wheat endogenous lipids Original Research Article

3561-366

risks and idiosyncratic risk Original Research Article

Christiane Clemens, Maik Heinemann

Abstract | Research highlights | PDF (825 K) | Supplementary content

- Endogenous fatty acids in olfactory hairs influence pheromone binding protein structure and function in *Lymantria dispar* Original Research Article

Archives of Biochemistry and Biophysics, Volume 579, 1 August 2015, Pages 73-84

Jason Nardella, Mailyn Terrado, Nicolette S. Honson, Erika Plettner

Abstract | Research highlights | PDF (1850 K) | Supplementary content

- Revisiting sulfur Kuznets curves with endogenous breaks modeling: Substantial evidence of inverted-Us/Vs for individual OECD countries Original Research Article

Economic Modelling, Volume 49, September 2015, Pages 278-285

Brantley Liddle, George Messinis

Abstract | Research highlights | PDF (462 K) | Supplementary content

- Elevated glycated albumin and reduced endogenous secretory receptor for advanced glycation endproducts levels in serum predict major adverse cardio-cerebral events in patients with type 2 diabetes and stable coronary artery disease Original Research Article

International Journal of Cardiology, Volume 197, 15 October 2015, Pages 241-247

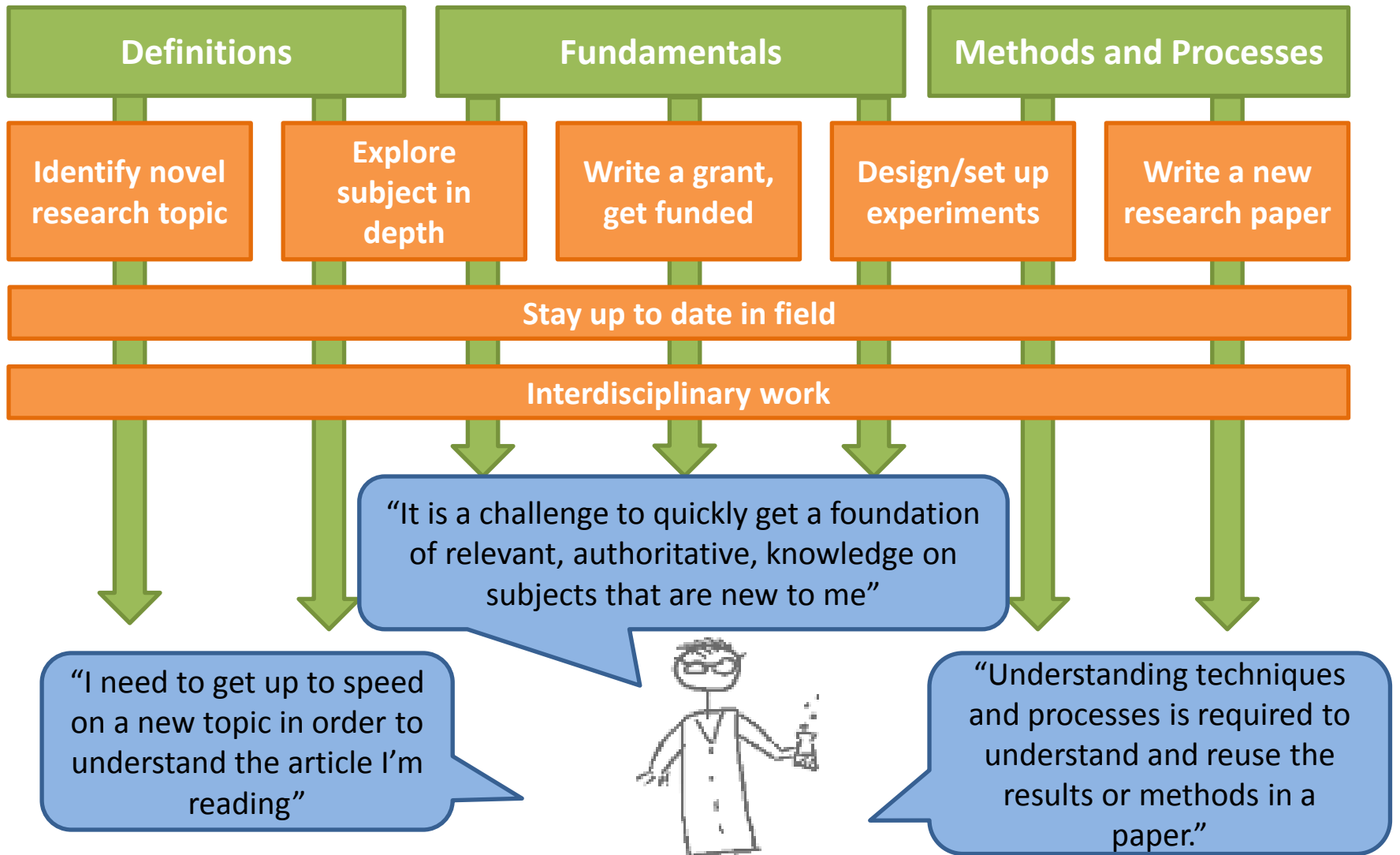
Zhen Kun Yang, Ying Shen, Wei Feng Shen, Li Jin Pu, Hua Meng, Rui Yan Zhang, Qi Zhang, Qiu Jing Chen, Raffaele De Caterina, Lin Lu

Abstract | Research highlights | PDF (1099 K) | Supplementary content

- A highly specific fluorescent probe for hypochlorite based on fluorescein derivative and its endogenous imaging in living cells Original Research Article

Dyes and Pigments, Volume 120, September 2015, Pages 22-29

Proposed Solution



Proposed Solution

hip (HR 2.12) fracture (Ensrud et al., 2003). These associations were still evident following adjustment for potential confounders including dizziness, gait speed, cognitive function and femoral neck bone mineral density (BMD), further indicating a unique opiate effect on bone. These findings are also consistent with case-control study (Shorr et al., 1992), which reported a 1.6-fold increase in the risk of hip fracture among current users of opioid analgesics, and a prospective cohort study which found a 2-fold risk of hip fracture among users of opioid analgesics (Guo et al., 1998). Indeed, opiate-associated osteoporosis is now sufficiently recognized that routine bone density screening is being proposed for those on chronic opiate treatment for pain (Fortin et al., 2008). Despite this growing concern, the mechanism behind opiate-induced osteoporosis remains poorly defined.

Interestingly, mouse models have shown that loss of **dynorphin** signaling reduces neuropeptide Y (NPY) expression in the arcuate nucleus of the hypothalamus (Arc) (Sainsbury et al., 2007 and Wittmann et al., 2009). Importantly, alterations in hypothalamic NPY, acting through the Arc, have previously been demonstrated to exert powerful effects upon bone mass and osteoblast activity. Arcuate-specific elevation of NPY expression induces marked reduction in osteoblast activity (Baldock et al., 2005) and acted to correct the increased bone mass following germline NPY ablation (Baldock et al., 2009). The relationship between opioid signaling and NPY was clearly demonstrated in feeding studies with NPY-induced feeding being dose-dependently reduced by pretreatment with kappa opioid receptor antagonist or kappa antisense probes (Israel et al., 2005), demonstrating the downstream actions of dynorphin signaling in mediating NPY effects on feeding. A similar interaction between dynorphin and NPY has been demonstrated in other brain regions, with over 50% of NPY-ergic neurons in some hippocampal regions expressing the dynorphin-specific kappa opioid receptor (Racz and halasy, 2002). In light of these findings, we hypothesized that the opiate system, acting through dynorphin, may mediate its effect on bone through a central circuit involving the NPY pathway. To investigate this we generated a series of transgenic mouse models and studied their effects on bone homeostasis in vivo and in vivo.

2. Materials and methods

2.1. Animals

Dynorphin knockout mice (Dyn^{-/-}) and neuropeptide Y knockout mice (NPY^{-/-}) were generated and maintained as previously published (Loacker et al., 2007 and Karl et al., 2008). The dynorphin knockout

DEFINITIONS

Chemical Structure

Latest Research

Reactive Properties

FUNDAMENTALS

Legal Considerations

Hazards

Handling Requirements

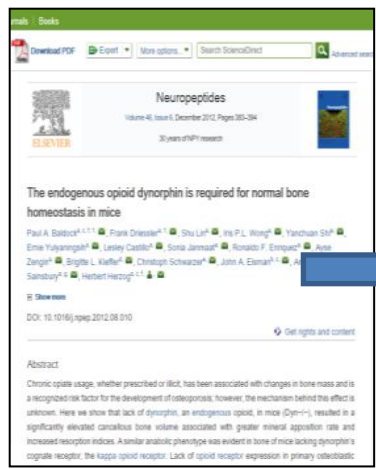
Toxicity

METHODS & PROCESSES

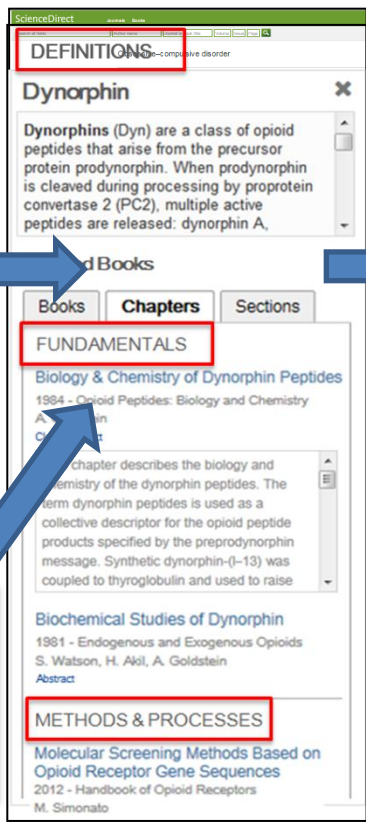
Data Tables

Driving Usage, Sales and Commissioning

ARTICLE PAGE



TOPIC PAGE



CHAPTER PAGE



GAP – User Insight

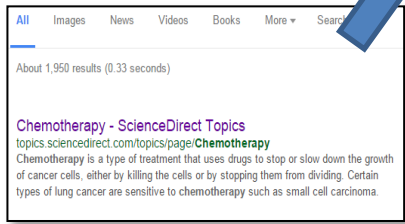


Subscribed Usage

Unsubscribed Usage

Driving Commissioning

Google



Knowledge to Fill in the Gaps.

The most direct route to the most current content.

Elsevier Reference Modules are the very best content from our Reference Works, hand-selected by independent experts and continually updated—even time stamped—to reflect new research in the field. Be in the know with Elsevier Reference Modules.

Elsevier Reference Modules. Available on ScienceDirect.

ELSEVIER

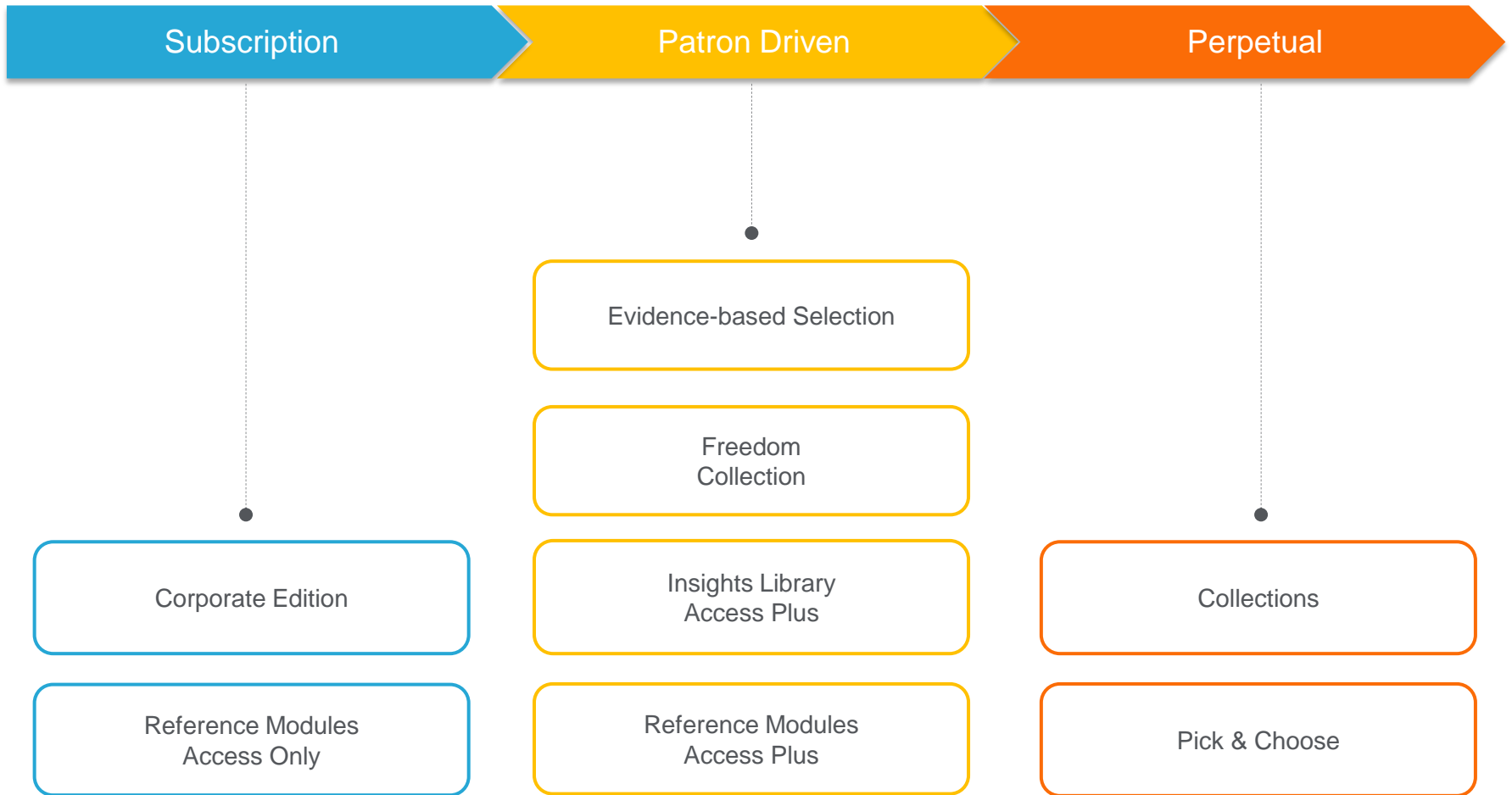
YOUR THOUGHTS? QUESTIONS?

WOULD YOU LIKE TO BECOME A
PRODUCT DEVELOPMENT
PARTNER?

b.davies@elsevier.com

Flexible business models

DEGREE OF OWNERSHIP





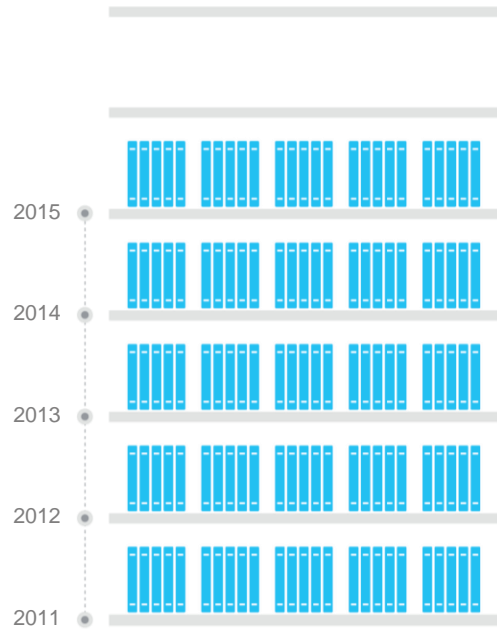
Freedom Collection

Access without boundaries

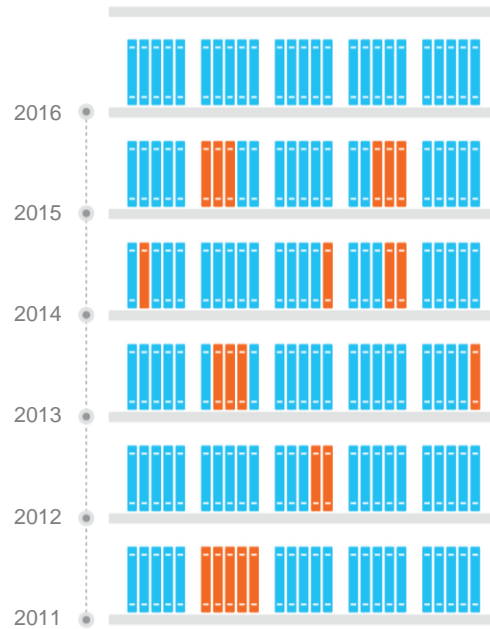


Freedom Collection

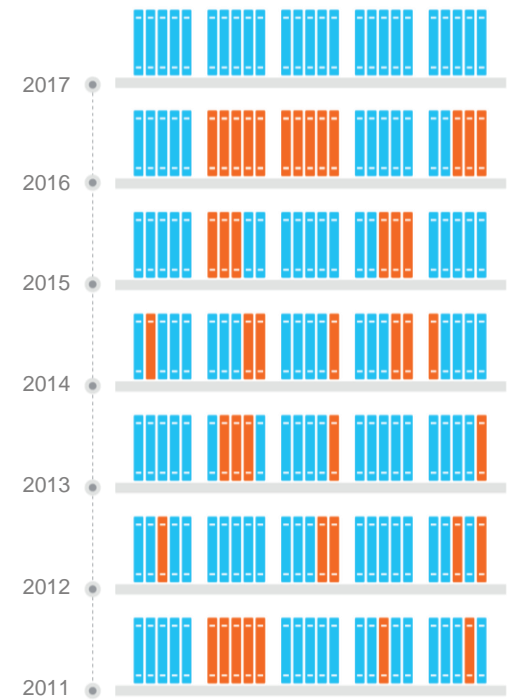
Year 1 Access



Year 2 Access
Perpetual Ownership



Year 3 Access
Perpetual Ownership





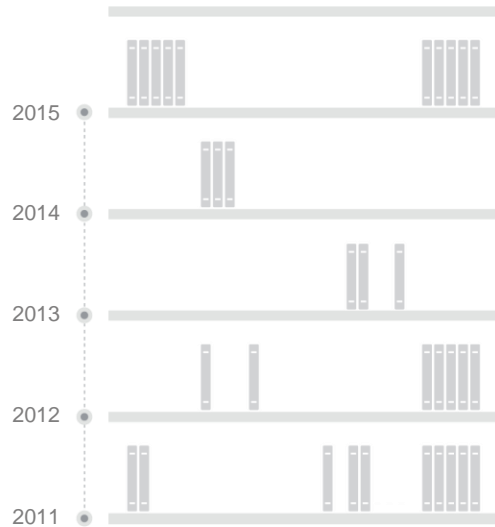
Evidence Based Selection

Precisely what your users need

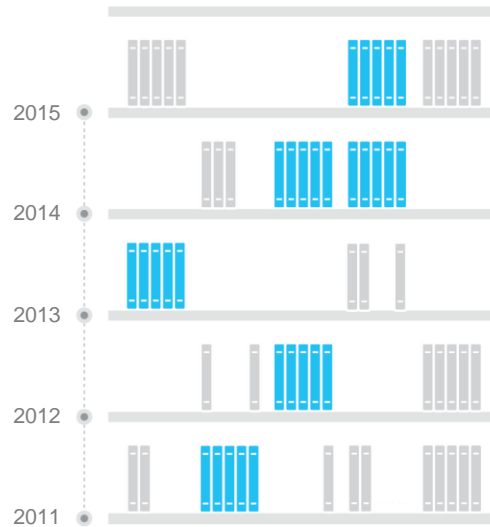


Evidence Based Selection

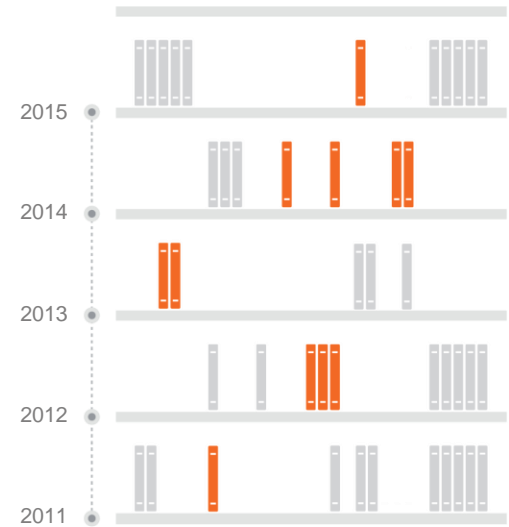
Existing Library
(before contract)



1-Year Access
(during contract)



Perpetual Ownership
(after contract)





Try before you buy – EBS Process



1
Select collections and gain access to them for 12 months, for a minimal, up-front fee

2
Review usage reports throughout the year

3
Pick and choose those titles you want to retain at the end of the period



Perpetual Collections

Unlock comprehensive, subject-based content

ELSEVIER



Perpetual Collections





Legacy Collection – Classic content

- Collection of scientific titles dating back to the 1870s with no DRM
- Fully integrated with ScienceDirect
- Over 12,000 eBooks in the following subject collections:

New in 2014

- Arts and Humanities
- Computer Science
- Economics, Econometrics and Finance
- Immunology and Microbiology
- Mathematics

- Agricultural and Biological Sciences
- Biochemistry, Genetics and Molecular Biology
Biomedical Science and Medicine
- Chemical Engineering
- Chemistry
- Earth and Planetary Sciences
- Energy
- Engineering
- Environmental Science
- Materials Science
- Neuroscience
- Pharmacology, Toxicology and Pharmaceutical Science
- Physics and Astronomy
- Psychology
- Social Sciences





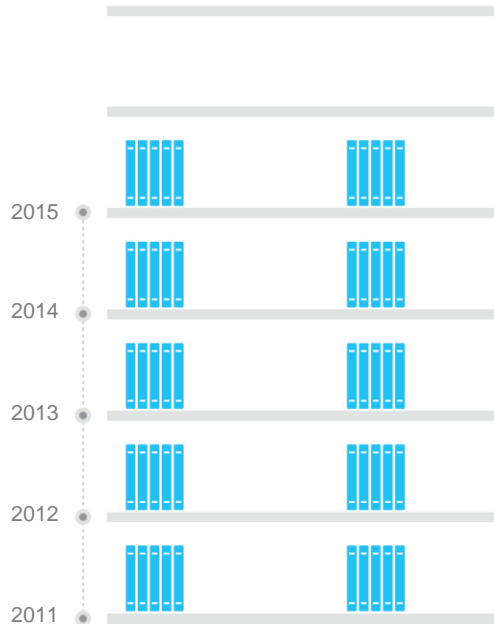
Insights Library

Targeted content in the areas you need most

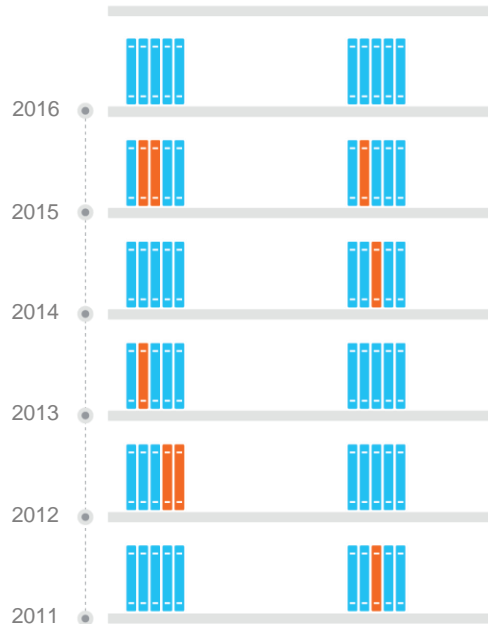


Insights Library

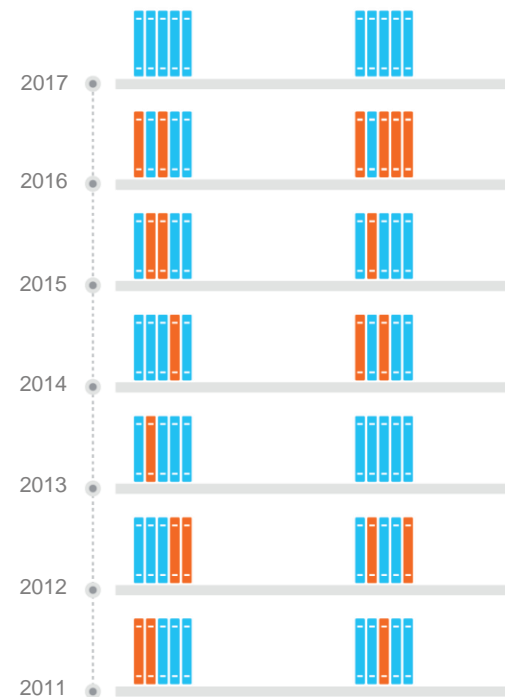
Year 1 Access



Year 2 Access
Perpetual Ownership



Year 3 Access
Perpetual Ownership





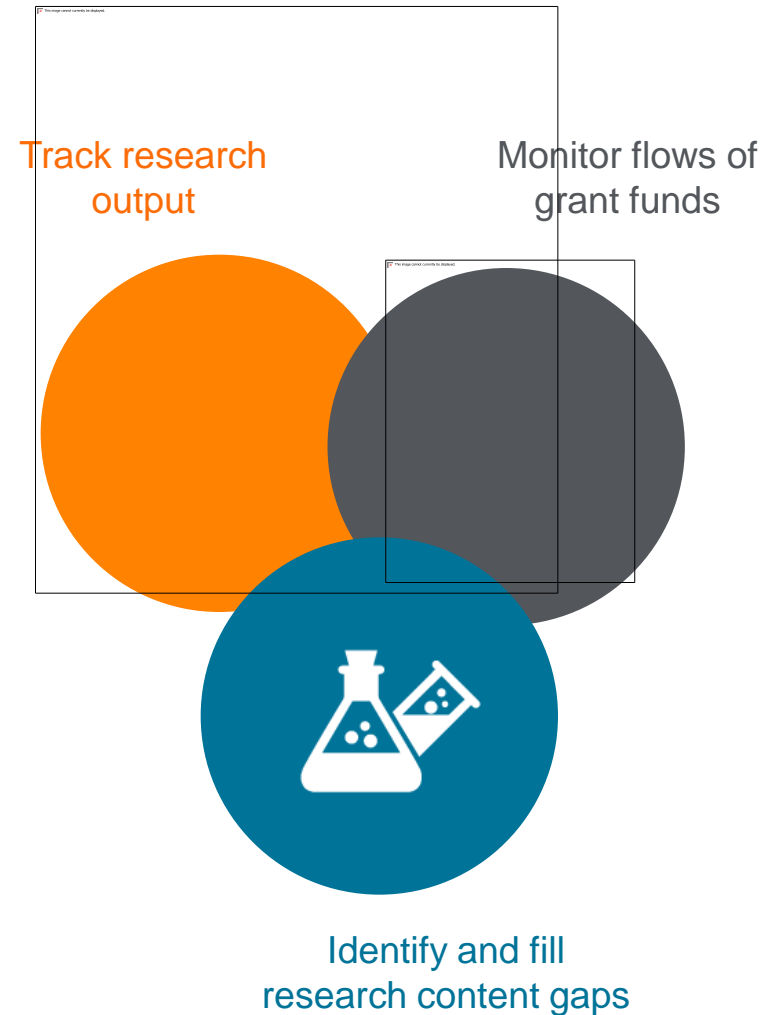
11 in-depth subject collections

Deep vertical collections

- Chemistry, molecular sciences, chemical engineering
- Earth systems and environmental sciences
- Energy
- Engineering
- Food Science
- Life and biomedical sciences
- Materials science and materials engineering
- Neuroscience and biobehavioral psychology
- Social sciences

Aligned verticals, essential for supporting cross-disciplinary research

- Computer science
- Math and physics





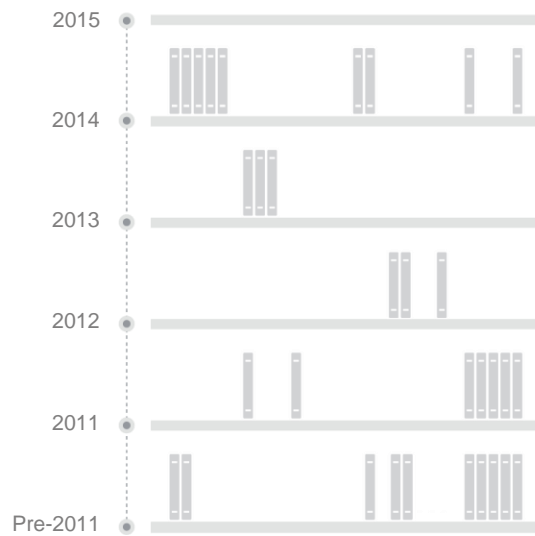
Pick & Choose

Single out the most suitable content

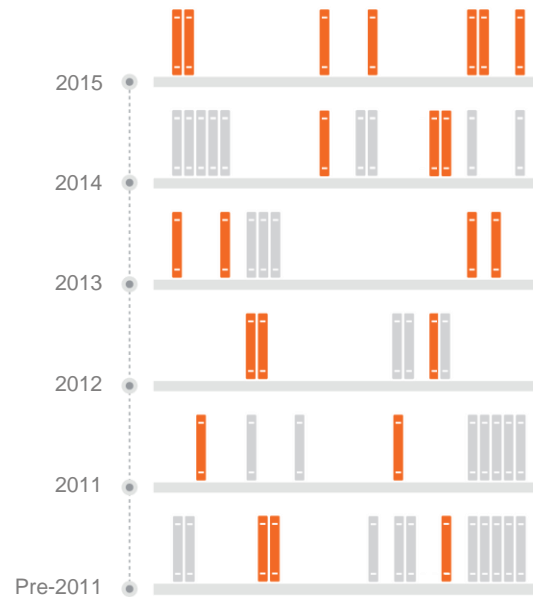


Pick & Choose

Existing Library
(before contract)



Perpetual Ownership
(one-time purchase)



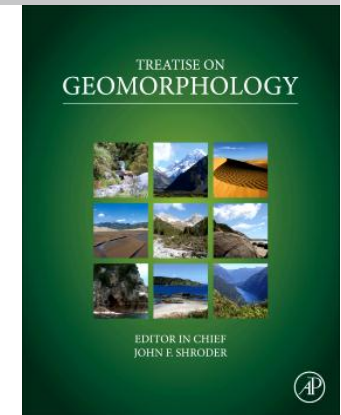
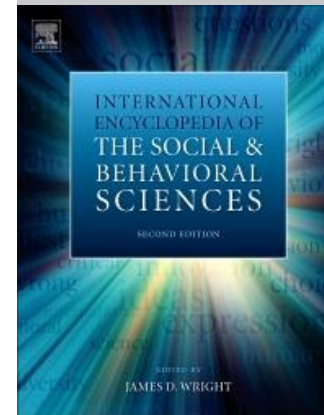
Major Reference Works for education

MRWs provide a wealth of foundational knowledge in a specific subject, ideal for course creation for advanced undergraduates, post-doctoral and advanced research level students requiring more information about a subject.

- **MRWs include encyclopedias, with short articles that serve as perfect teaching tools for the classroom, and comprehensive treatises, with longer articles useful for graduate students and researchers**
- **Summarize important research in a discipline, highlighting key authors, discoveries, principles and methods**
- **Accessible on ScienceDirect, Elsevier's full-text site for STM journals and eBooks, with no digital rights management restrictions**
- **Over 130 MRWs available, with 10+ works added yearly**

Elsevier MRWs by the numbers

- 49,000 chapters in 600 volumes
- 269,000 images
- 39,000 internationally acclaimed editors, authors and contributors



“IESBS, a major social science reference work with a user-friendly interface. Well worth the expense, even to libraries holding the print version...”

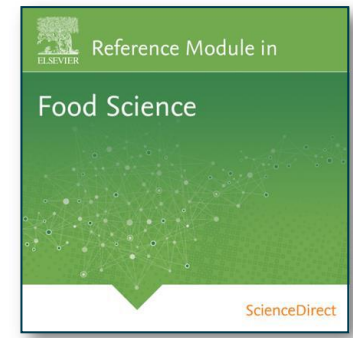
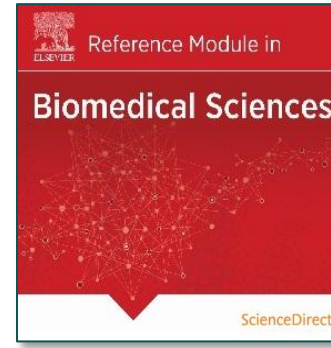
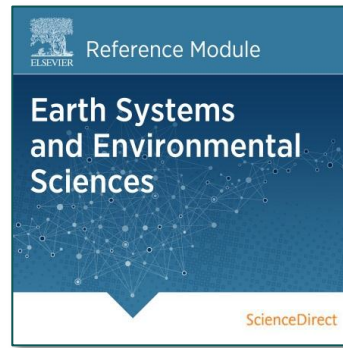
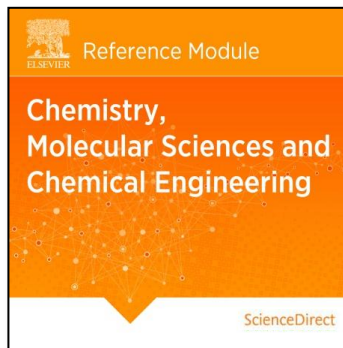
— CHOICE, November 2003

Reference Modules enable learning!

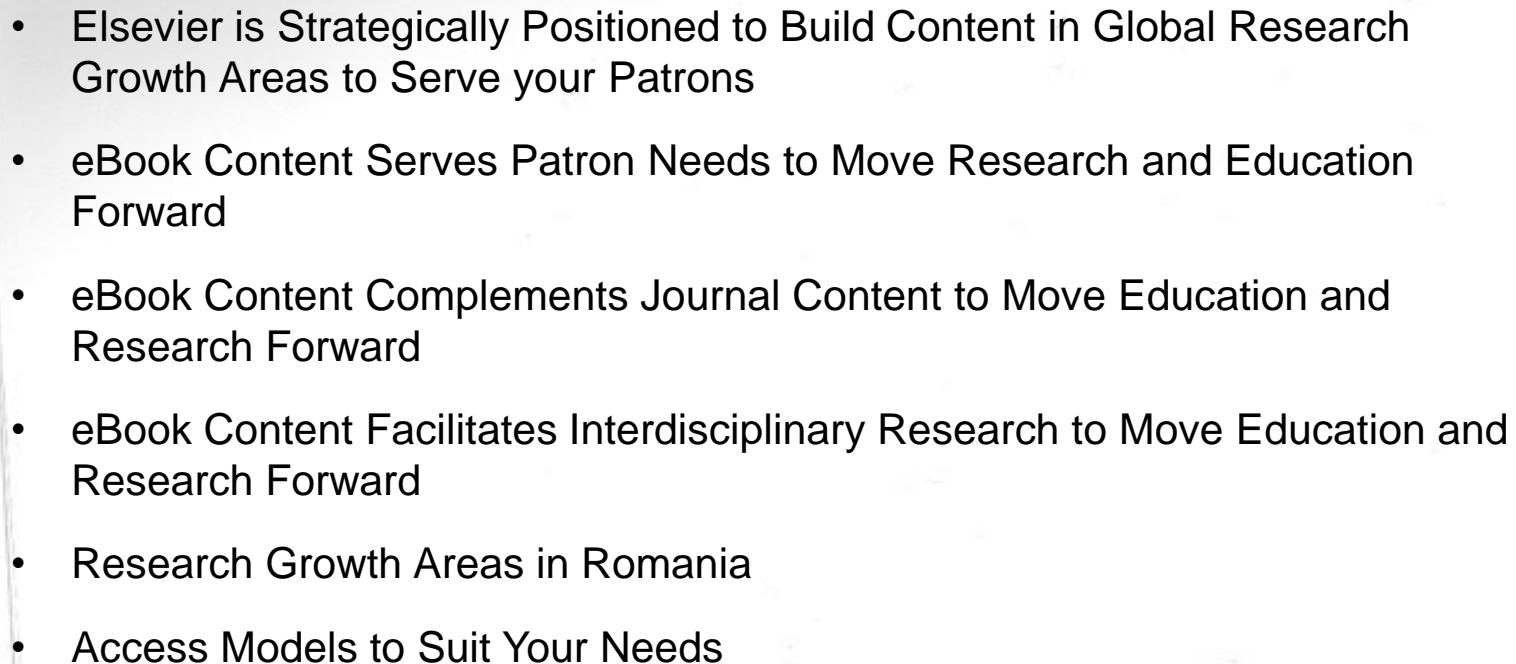
Learning to research

- The taxonomies within the Reference Modules create a path, making it easy for students to explore different subjects
- It offers a contained location for all of the information where students can learn to conduct research

- **Trustworthy:** Starts with authoritative Elsevier content
- **Content:** Kept current and time-stamped monthly by experts
- **Discoverable:** Easy to find answers from anywhere
- **Hosted on ScienceDirect:** Familiar look; links to journals/books

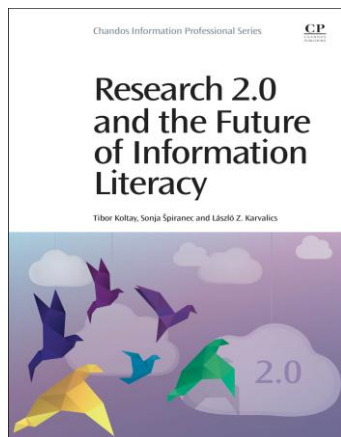


Recap

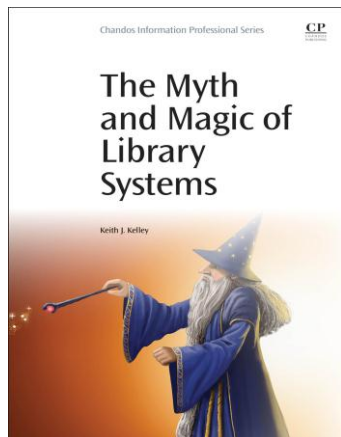
- 
- Elsevier is Strategically Positioned to Build Content in Global Research Growth Areas to Serve your Patrons
 - eBook Content Serves Patron Needs to Move Research and Education Forward
 - eBook Content Complements Journal Content to Move Education and Research Forward
 - eBook Content Facilitates Interdisciplinary Research to Move Education and Research Forward
 - Research Growth Areas in Romania
 - Access Models to Suit Your Needs

Information Management and Librarianship is a Dynamic Field, and we Aim to Support Your Efforts to Serve Your Patrons with the Resources they Need to Pursue their Goals

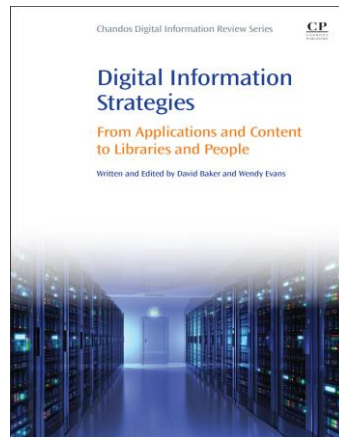
Elsevier Information Management Resources



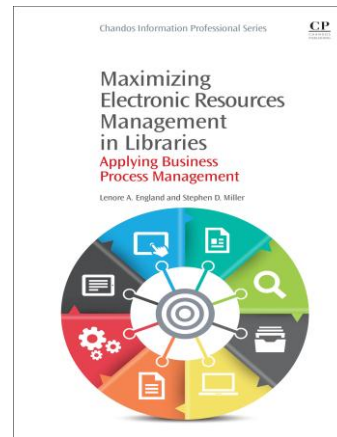
Research 2.0 and the Future of Information Literacy
Karvalics and Spiranec



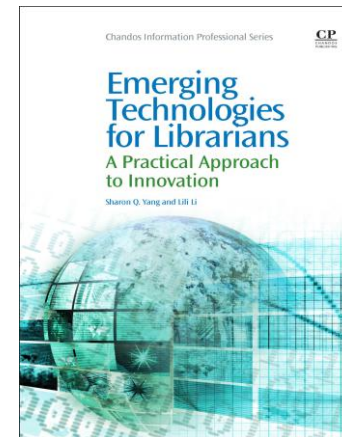
The Myth and Magic of Library Systems
Kelley



Digital Information Strategies
Baker and Evans



Maximizing Electronic Resources Management in Libraries
England and Miller



Emerging Technologies for Librarians
Yang and Li