

“Ulrich’s and his Brothers”

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To be contacted via Albertina



R.(ichard) R.(ogers) Bowker LLC

- Founded 1872 / co-founder of ALA
- 1948 Books in Print
- 1953 Ulrich's Periodicals Directory
- ISBN Agency North America
- DOI Agency worldwide

More than 130 years experience in publishing



Journal Management with Ulrich's



U L R I C H ' S
PERIODICALS DIRECTORY™

> Identify & Buy



U L R I C H ' S SERIALS
ANALYSIS SYSTEM

> Strategic Decisions



U L R I C H ' S
RESOURCE LINKER

> Access & Administration



www.ulrichsweb.com

- **290.000 periodicals worldwide**
- **Detailed bibliographic information**
- **> 900 Ulrich's subject categories**
- **Links: OPAC, TOC, A & I's, full text**
- **SFX target**
- **Multiple list & download options**
- **Individual alerts**



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ULRICH'S SERIALS ANALYSIS SYSTEM



Select Statistics to View

You may choose a set of reports to view by selecting one of the following options:

Your Library Reports

This option allows you to view analytical reports for files you have uploaded to your account.

[Compared to Ulrich's Universe](#)

(all active titles in Ulrich's)

[Compared to Ulrich's Core](#)

(academic/scholarly, major consumer and trade)

[Compared to a Peer Group](#)

(comparable and aspirational peer groups)

Top Publisher Reports

This option allows you to view analytical reports for serials publishers.

[Compared to Ulrich's Universe](#)

(all active titles in Ulrich's)

[Compared to Ulrich's Core](#)

(academic/scholarly, major consumer and trade)

Peer Group Reports

This option allows you to view analytical reports for selected Peer Groups of institutions.

[Compared to Ulrich's Universe](#)

(all active titles in Ulrich's)

[Compared to Ulrich's Core](#)

(academic/scholarly, major consumer and trade)

Comparison & Overlap Analysis Reports

[Compare any two lists of ISSNs](#)

Select this option to quickly compare any two lists you have uploaded into your account, using a direct one-to-one file comparison.

[Compare one list against multiple lists of ISSNs](#)

Select this option to configure a multiple-list Comparison Profile. This option allows you to compare one of these lists to your Comparison Profile. You may also use this option to compare one list, or your entire Comparison Profile, against Ulrich's Universe and Ulrich's Core.

USAS Example 1:

Ulrich's Serials Analysis System at Oxford University Library

Serials rationalization at Oxford University Library Services using Ulrich's Serials Analysis System

Oxford University Library Services (OULS) brings together collections of 36 centrally funded libraries in Oxford. The integration of collections is a lengthy and very complex process. OULS has chosen Bowker's Ulrich's Serials Analysis System (USAS) as the most suitable tool to analyse and rationalize its serials collections. This article describes the background to the project and

the implementation of USAS at Oxford University. Gathering and uploading serials information from 36 different university libraries into one system proved to be a challenge as many of the difficulties may face as they start to gather consistent serials information are discussed, and the problems of identifying overlapping serials are also considered. Despite these drawbacks OULS is convinced that the new analysis system from Bowker will have a positive impact on local, regional and national collection management.

“...most suitable tool to analyze and rationalize... serials collection.”



ALICE KELLER



DAG MARTINSEN

Tasks at Oxford:

- What do we have?
- Duplications ?
- How to save money ?
- Systematization !

- gather and analyse serials management information
- identify the level of duplication across the OULS
- investigate ways of reducing serials expenditure
- prepare transfer of subscriptions between OULS libraries

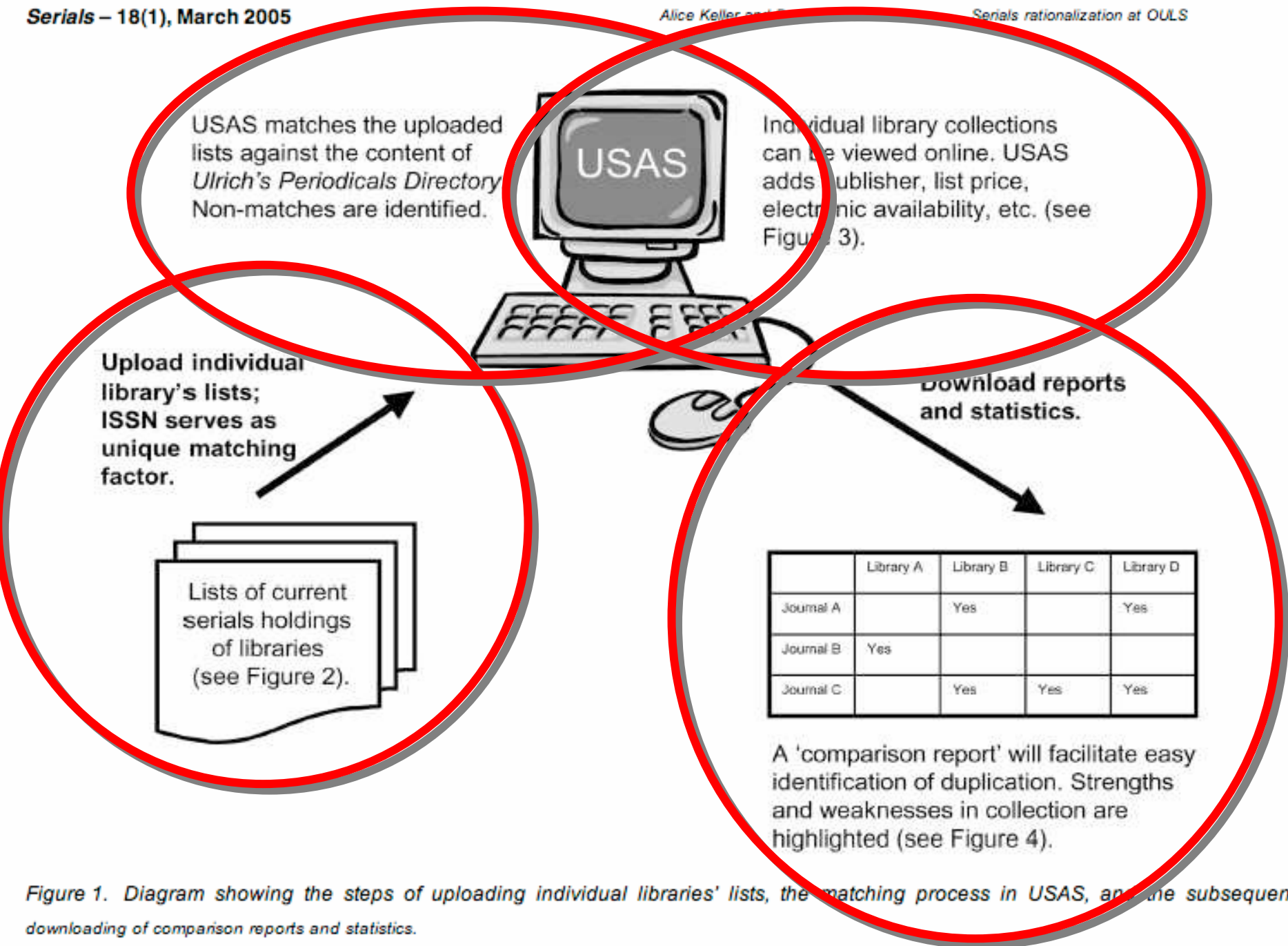


Figure 1. Diagram showing the steps of uploading individual libraries' lists, the matching process in USAS, and the subsequent downloading of comparison reports and statistics.

Results at Oxford by using USAS:

- Assessed all the libraries' holdings
- Identified duplicates & multiple holdings
- Rationalized collection & saved money
- Systematic approach

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USAS Example 2:

Ulrich's
Serials Analysis System
at
Statsbiblioteket Aarhus,
Denmark

Tasks at Aarhus:



>>> cost efficient usage of journals !

- What to buy ?
- How to select ?
- How to save money ?

Aggregator Packages at Aarhus

Problem: one price for a package of journals

- What is in the package?
- How many titles do we already have ?
- What is the "real" value of the package ?
- Does any particular subject or publisher show high usage?

Results of Cost Analysis at Aarhus

- Usage of single print titles
 - Moderate usage: > **maintain**
 - High usage : > **migrate to electronic**
 - No usage : > **cancel**
- E-journal packages maintained if average cost per download acceptable.

More ways to use
Ulrich's
Serials Analysis System

Your Library Reports

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the following options:

Peer Reports

allows you to view analytical reports for files.

Ulrich's Universe
(in Ulrich's)

Ulrich's Core
(academic, major consumer and trade)

& Overlap Analysis Reports

Two lists of ISSNs

Select this option to quickly compare any two lists you have uploaded into your account, using a direct one-to-one file comparison.

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The analytical and reporting toolkit for library professionals

Help

You may choose a s

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The analytical and reporting toolkit for library professionals

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- A-to-Z list of journals & e-journals
- Journal / article level
- Link resolver hosted by Bowker
- Customizable Screen
- Usage statistics



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What makes it unique?

- Powered by Ulrich's Subject Categories
- Proven link resolver technology
- Fully OpenURL compliant
- Cost effective

Search the library's collection for a full-text electronic journal or database.

To browse an alphabetical list of titles, click on a letter.

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Title:

Exact title
 Title starts with
 Title contains the words

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Citation Data

Genre

Article Title

Journal Title

Short Journal Title

ISSN eISSN CODEN

Date

Volume Issue

Start Page End Page

Part Number

Season Quarter

Author Last Name First Name Initials

Refined Search Functions

Article Identifiers

SICI

Digital Object Identifier (DOI)

Pubmed Identifier (PMID)

Astrophysical Data Service Bibcode

Ulrich's Resource Linker Settings

When matching against library holdings, use ...

- Exact title Title starts with Title contains the words Match any word in title

Maximum Number of Records :

Search Result

Your article:

Author: Mouritsen,

Title: Intellectual capital and the capital market: the circulability of intellectual capital

Journal title: Accounting, Auditing & Accountability Journal

Volume: 16 **Issue:** 1 **Date:** 2003 **Pages:** 18-30

ISSN: 0951-3574
[more info](#)

Accounting, Auditing & Accountability Journal

available in *Emerald Insight*

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Full Text: 1988 - present

Check other resources for: *Accounting, Auditing & Accountability Journal*

check holdings in [The Bowker Consortia Catalog](#)

Request information about this author : *Mouritsen*

- > Journal
- > Table of Contents
- > Article
- > Bibliographic data from Ulrich's
- > Holdings > Catalogue



Summary

Journal Management with Ulrich's

The logo for Ulrich's Periodicals Directory, featuring the word "ULRICH'S" in yellow on a black background and "PERIODICALS DIRECTORY™" in white on a red background.

U L R I C H ' S
PERIODICALS DIRECTORY™

> Identify & Buy

The logo for Ulrich's Serials Analysis System, featuring "ULRICH'S" in yellow on a red background and "SERIALS ANALYSIS SYSTEM" in black on a yellow background.

ULRICH'S SERIALS
ANALYSIS SYSTEM

> Strategic Decisions

The logo for Ulrich's Resource Linker, featuring "ULRICH'S" in black on a yellow background and "RESOURCE LINKER" in white on a red background, with two red arrows pointing in opposite directions to the right.

U L R I C H ' S
RESOURCE LINKER

> Access & Administration