

Elsevier's Book Publishing Strategy: The Future of the Book

INFORUM Conference

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DACH, CEE, Russia

Date: 27/05/2014



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VS.



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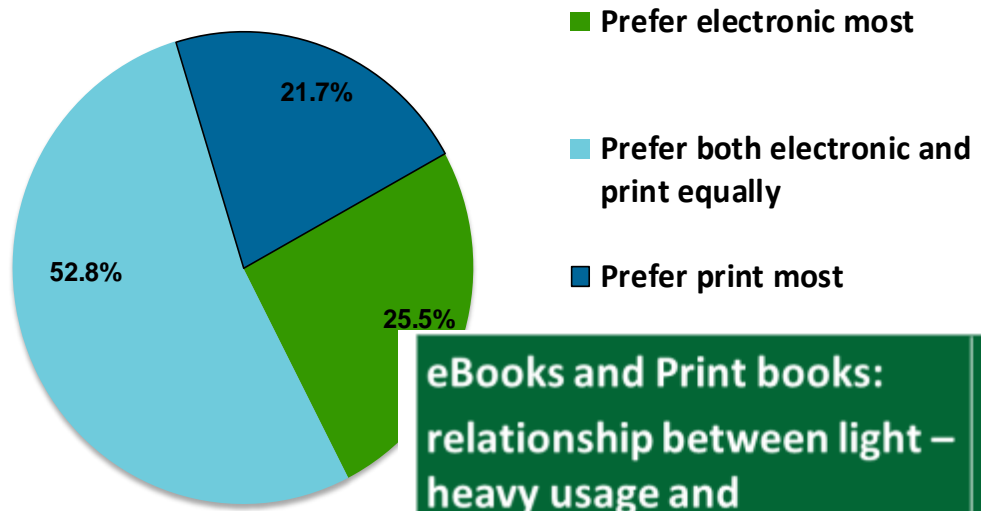
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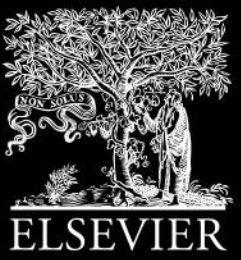
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Trend 1: Format preferences are evolving

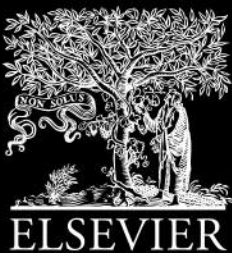


eBooks and Print books: relationship between light – heavy usage and preferences	Frequent users %	Prefer eBooks %	Prefer eBooks %
Light usage – Using bits of information	38	12	72
Medium usage – Reading 1 or 2 chapters	30	28	53
Heavy usage – Reading most / all chapters	12	71	16

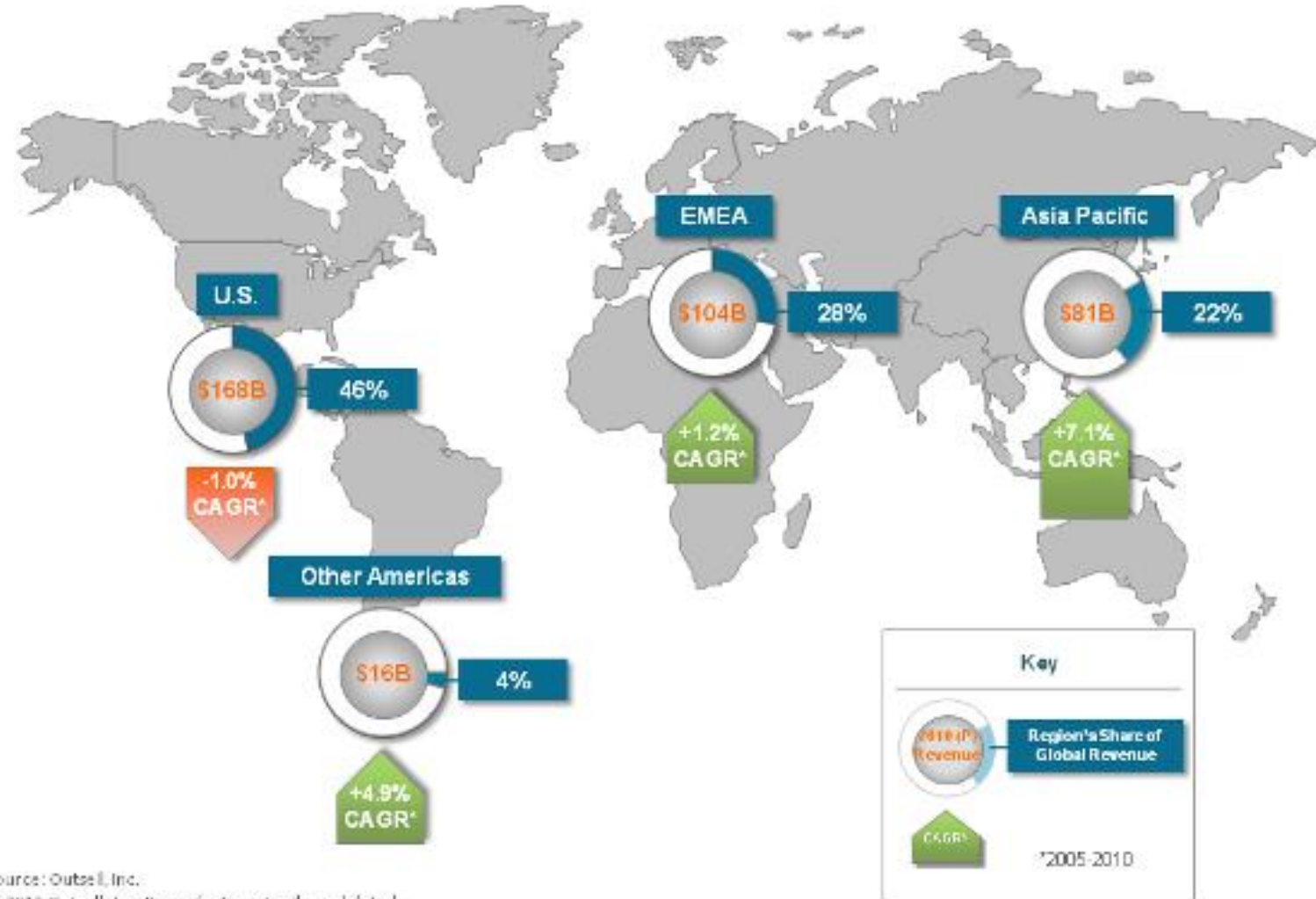


Trend 2: Electronic media is unlocking new content types and business models

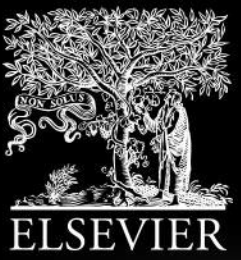




Trend 3: Publishing is more global



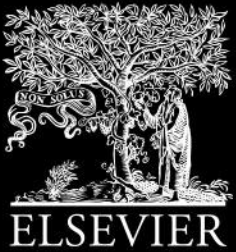
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How is Elsevier book strategy adapting to these changes?

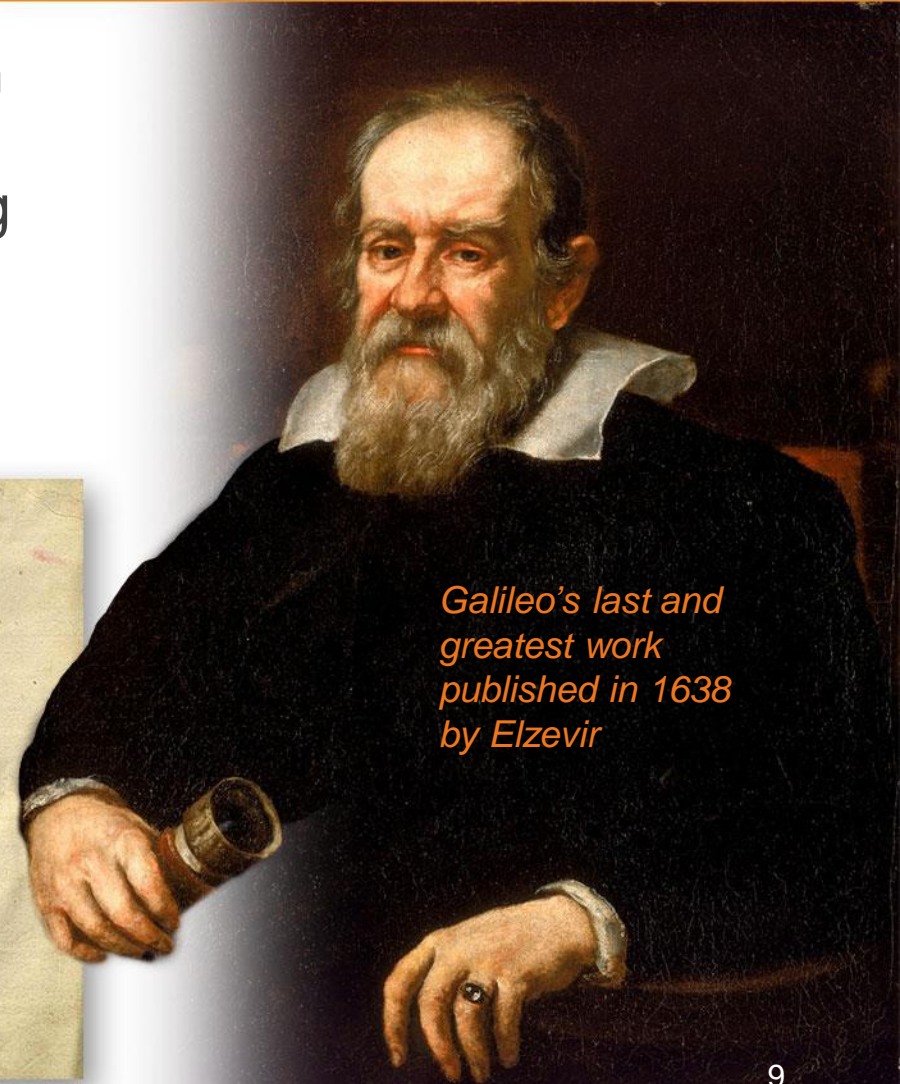
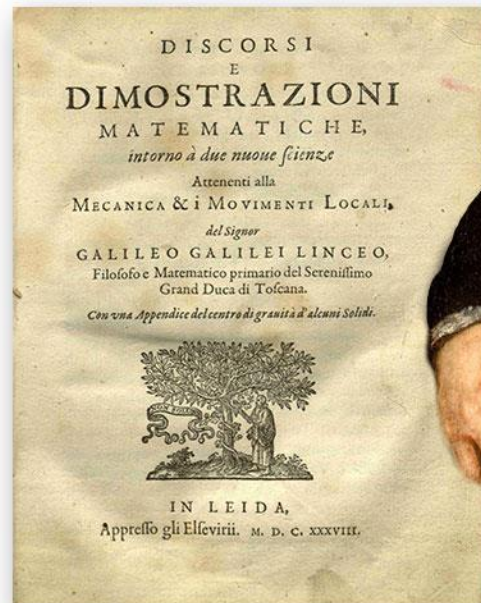


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Immunology & Microbiology **Biomedical Science & Medicine**
Neuroscience **Psychology**
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Astronomy **Energy** **Computer Science**
Forensics, Security & Criminal Justice **Materials Science**
Engineering **Pharmacology, Toxicology & Pharmaceutical Science**
Agricultural & Biological Sciences



Elsevier Books carries on a publishing legacy

- Founding of Elsevier in 1880 with name from House of Elzevir dating back to 1580



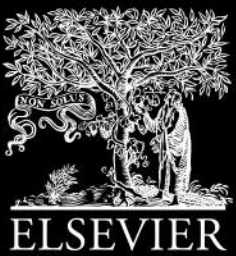
Galileo's last and greatest work published in 1638 by Elzevir



Elsevier Books builds a better tomorrow

- Publishing over 20,000 print & ebooks across more than 20 subjects
 - 2014: 43% growth in ebook front list on ScienceDirect year-on-year
- Books used as foundational content in pure and applied science in libraries, classrooms, laboratories, offices and job sites

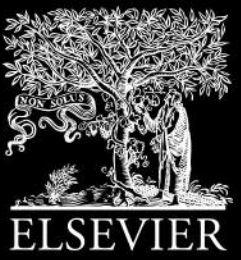




As format preference evolves, Elsevier is leading the print to electronic book migration

- 35% of revenue from ebooks in 2011
- 39% of revenue from ebooks in 2012
- 50% of revenue from ebooks in 2013





Our vision stands

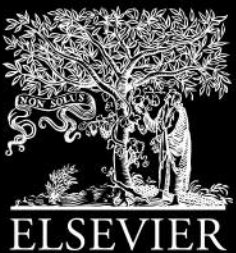


Deliver comprehensive and targeted commissioned content that drives the advancement and application of science and technology

A Rigorous Publishing strategy

- Number of reviewers: **Thousands of expert, international reviewers** for each and every book proposal, chapter, and book manuscript submitted several times.
- Corrections/Revisions: **Millions of corrections** by copy editors each yr.
- Rejection rate: Spontaneous proposal submissions undergo very close scrutiny, and **rejection rates are 80-95%**.
- Our book proposals come from targeted, strategic acquisition, with our acquisitions editors specifically deciding on important books to publish, **by the best authors**





Our authors are recognized with highest honors



Alvin Roth

2012 Nobel Laureate in
Economic Sciences

*Handbook of Game Theory
with Economic Applications*



Robert Lefkowitz

2012 Nobel Laureate
in Chemistry

*Hormones and Signaling –
The Protein Kinase FactsBook*

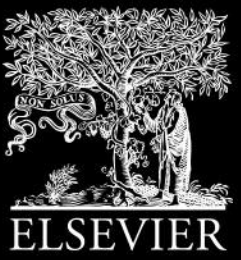


Sir John B. Gurdon

2012 Nobel Laureate in
Physiology or Medicine

*Principles of Cloning
Encyclopedia of Genetics
Methods in Cell Biology
Methods in Enzymology*

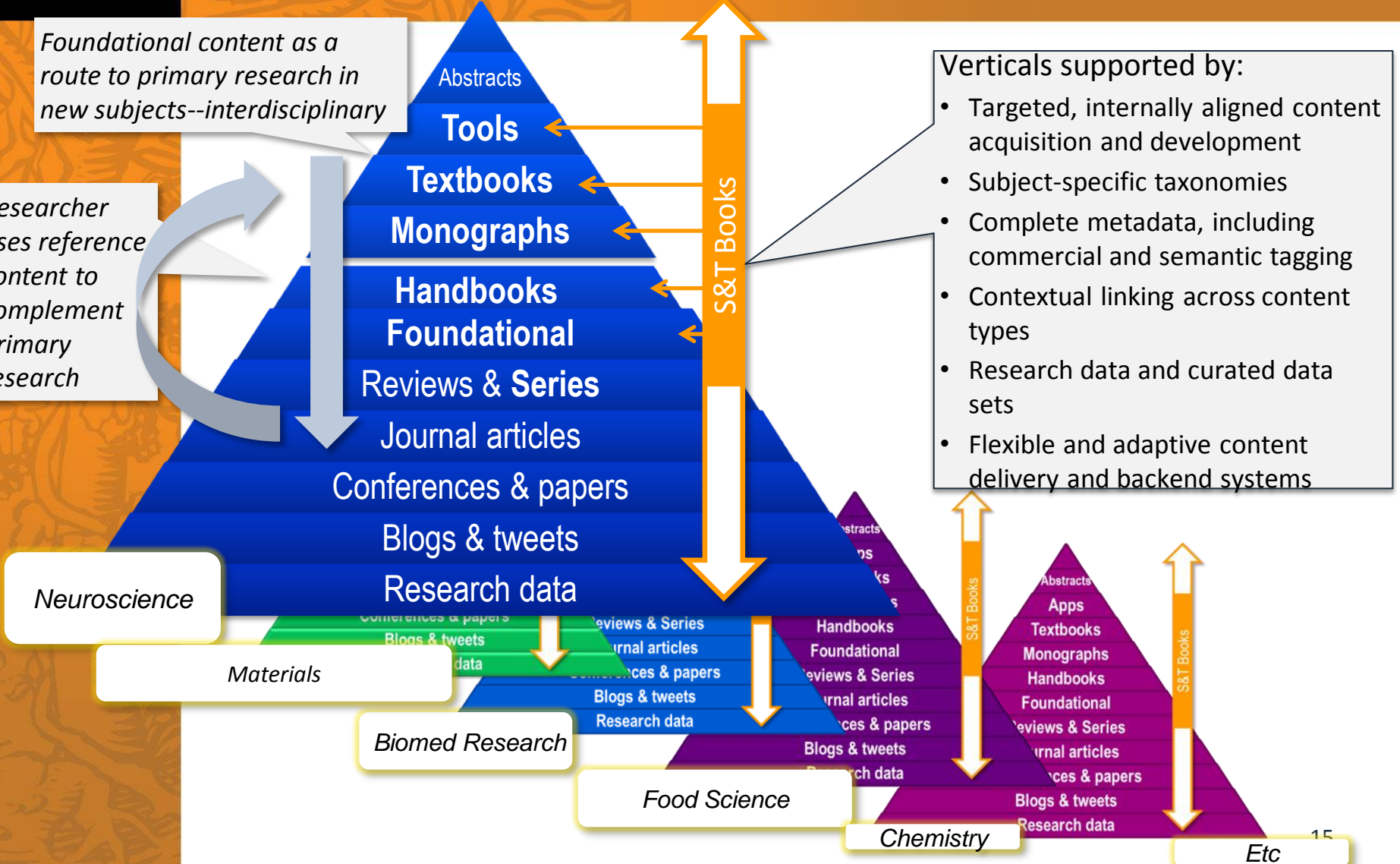
**Nearly
200 Nobel
Laureates
including:**

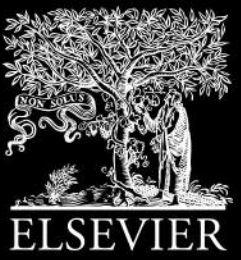


Building content to support researchers

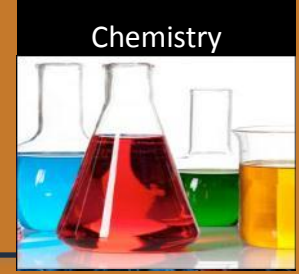
Foundational content as a route to primary research in new subjects--interdisciplinary

Researcher uses reference content to complement primary research

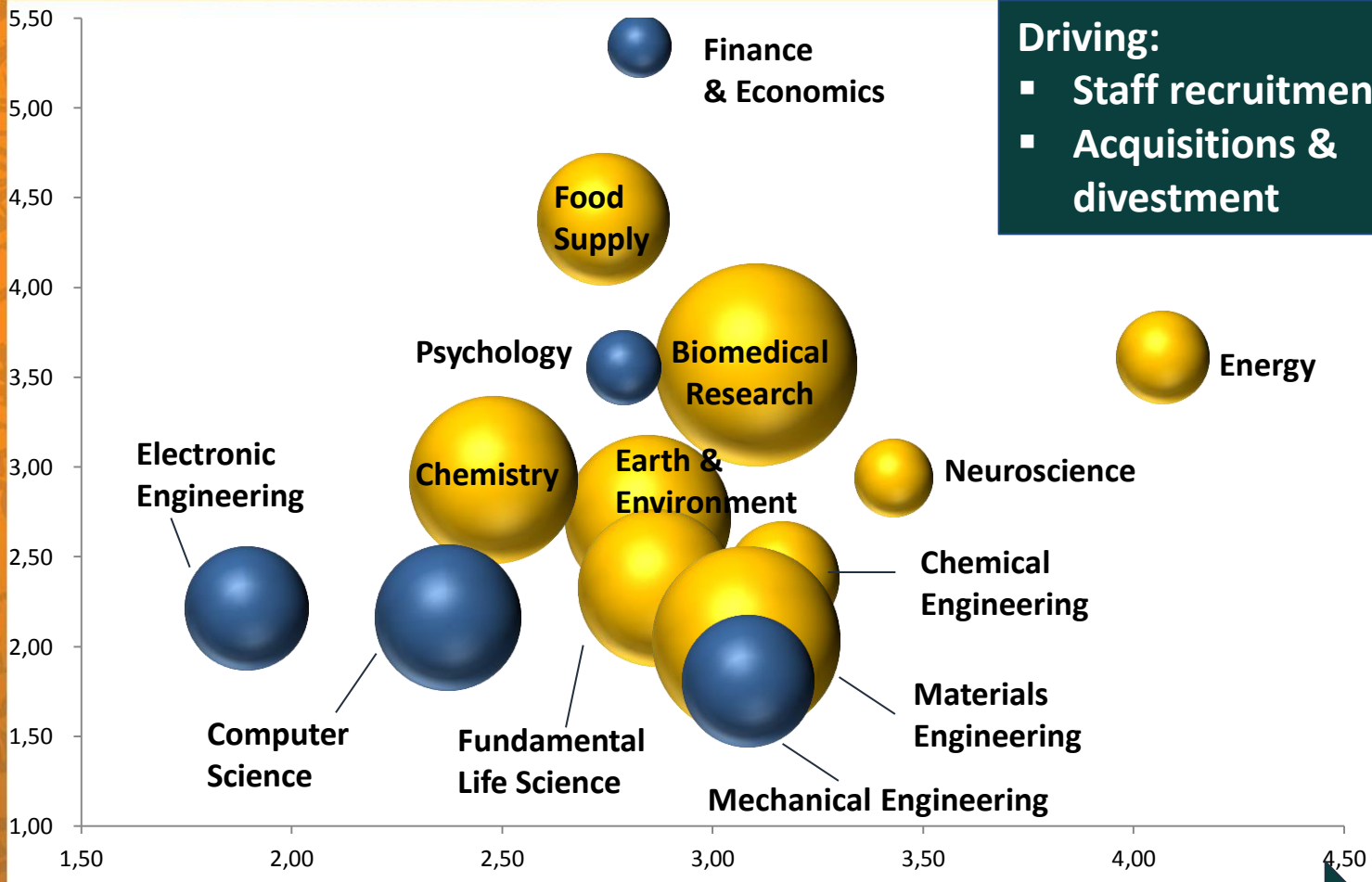




Growing content in key strategic areas



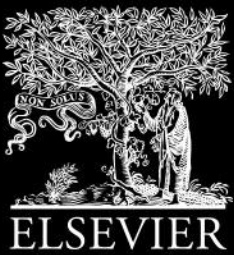
Subjects that are big and growing



Driving:

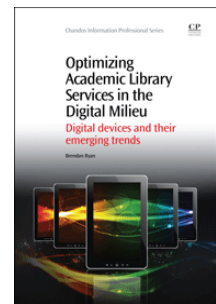
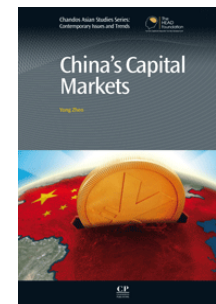
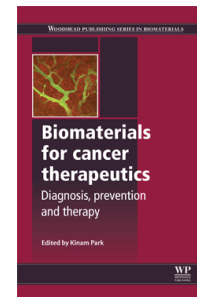
- Staff recruitment.
- Acquisitions & divestment

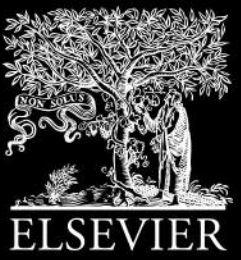
Subjects where Elsevier has a strong position



Latest acquisition: Woodhead Publishing

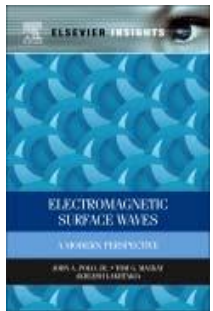
- Established in 1989 and led by Martin Woodward.
- An award-winning UK-based publisher known for its high-quality content in the fields of materials science, food science, engineering, energy & environmental technology, textile technology and biomedicine.
- Includes Chandos Publishing, known for its strong publishing program in library information science and Asian studies



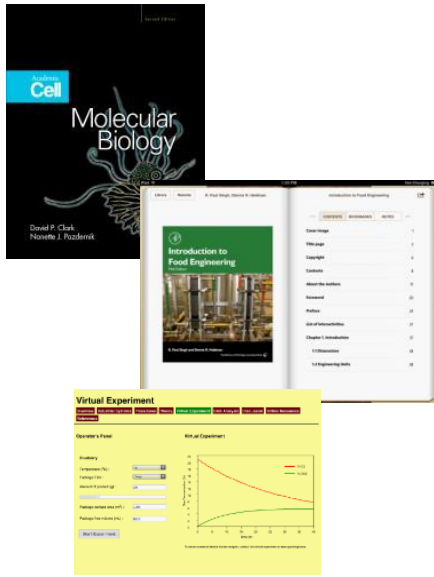


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E-First Publishing



Enhanced eBooks



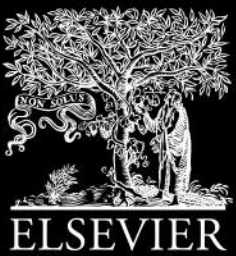
The Legacy Collection



The Legacy Collection on ScienceDirect

Reference Modules on ScienceDirect





E-First Publishing: Making it easy for libraries to build approval plans around e-books

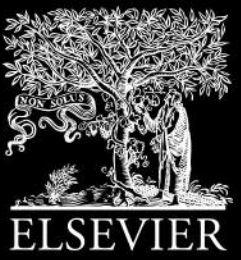
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Source: Gabrielle Wiersma, What's the delay? Managing and publication dates, Library Collections, Acquisitions, and Technical Services, Volume 37, Issues 1–2, 2013, Pages 13-18, ISSN 1464-9055, <http://dx.doi.org/10.1016/j.lcats.2013.03.001>



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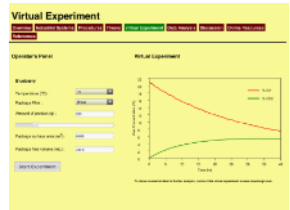
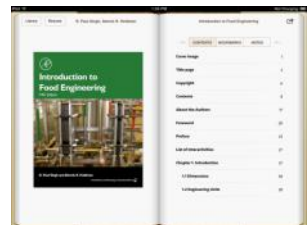
Author Keywords
Endfoot; Glutamate transporters; Glutami Neuroprotection; Potassium channels; Pri transmission; Transmitter recycling; Wate

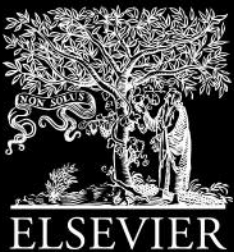
The retina of all vertebrates contains specialized radial glial cells even in the adult stage. They were discovered in 1851 by Heinrich Müller and were later termed radial fibers of Müller or Müller cells. It is interesting to note that Müller observed the cells, together with some adhering photoreceptor cells, in dissociated retina preparations (**Figure 1(d)**). In many lower vertebrates, Müller cells are the only retinal glia; in mammals, they constitute the vast majority of glial cells together with the minorities of astrocytes and microglial cells, which latter are both confined to the innermost retinal layers (nerve fiber, ganglion cell, and inner plexiform layers).

Figure 1.

http://dx.doi.org/10.1016/B978-008045046-9.01018-4
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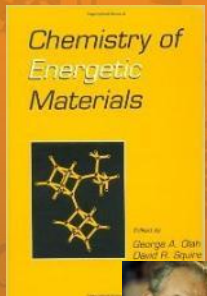
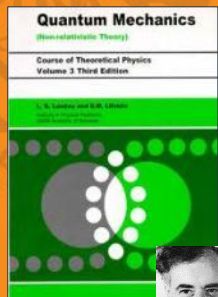
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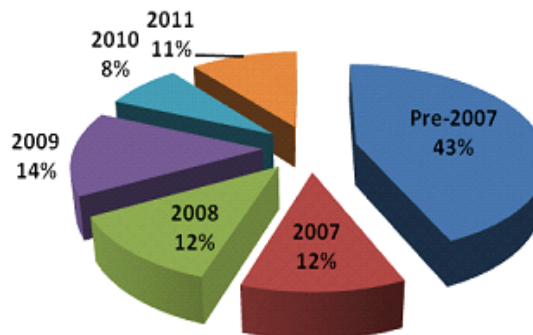


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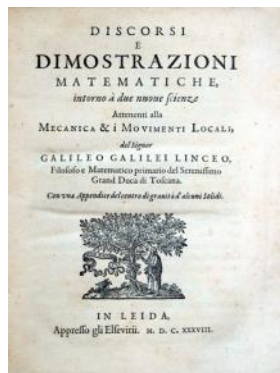
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Materials Science	578
Biomedical Science & Medicine ('12)	540
Neuroscience	162
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Physics and Astronomy	1,185
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Social Sciences	569
	9,445



Global eBook Usage (FTC) on ScienceDirect per publication year



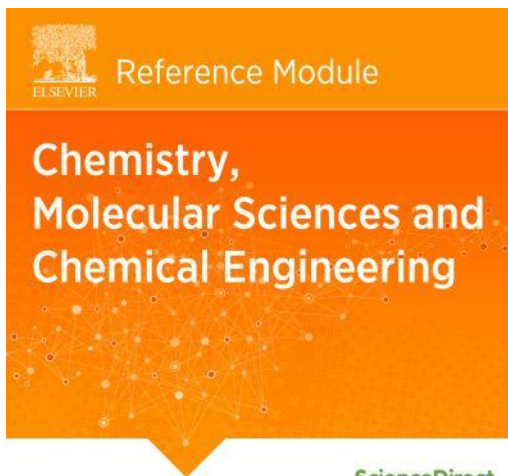
Source: ScienceDirect eBook usage data 2012



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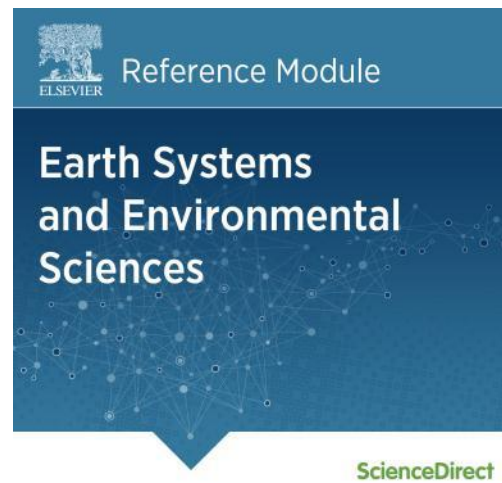


Elsevier Reference Modules on ScienceDirect



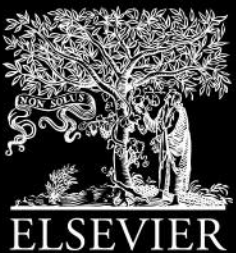
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Referring gateways to ScienceDirect E-books	Referral growth 2011-2013*to Full Text Chapter Q2 2013 vs Q2 2011 (data: Elsevier web analytics)
<p>Search engines: Scopus, Web of Science, PubMed</p> 	52%
<p>Google & Google Scholar</p> 	98%
<p>Other search engines: Yahoo, Bing; Baidu (China); Yandex (Russia); Naver (South Korea)</p> 	170%
<p>Universal Discovery Solutions: Ebsco, Summon; Primo; OCLC Worldcat</p> 	829%
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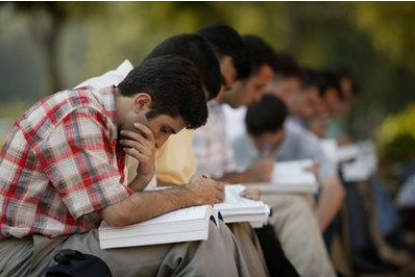
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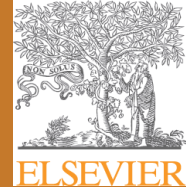
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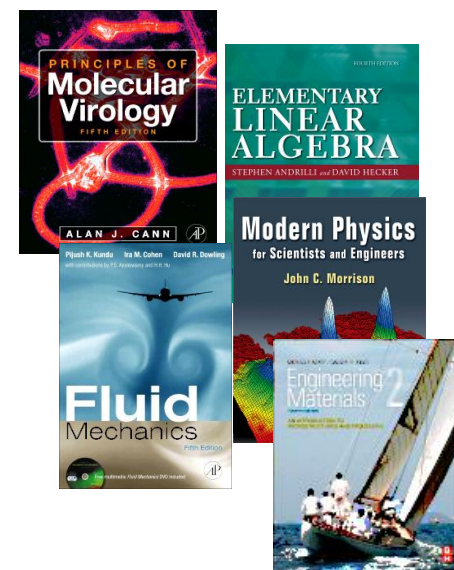
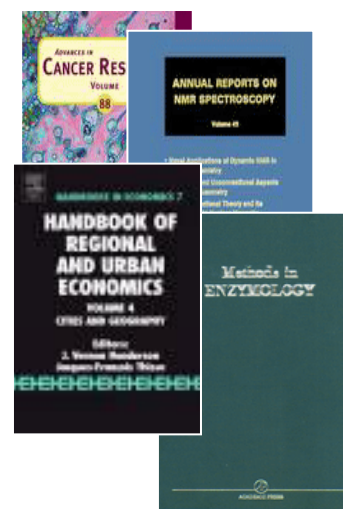
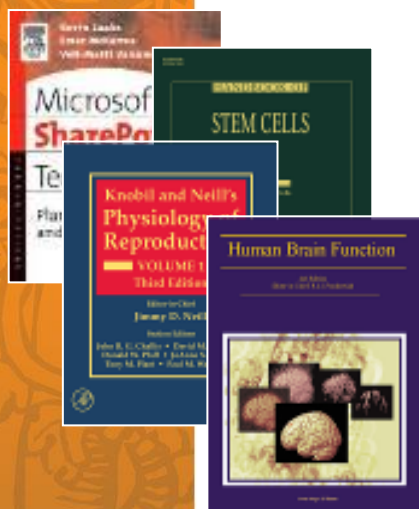
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