



# Embrace the Future with Elsevier eBooks

*“Libraries are attempting to face a future in  
which almost every fixed point has disappeared.  
Users are changing; content is changing;  
research is taking new forms.”*

Derek Law, Centre for Digital Library Research



Presented by: Michael Neuroth



# What's on the Agenda?

- The Value of Book Content to the research workflow
- eBooks Usage: Trends and Case Studies from Researchers & Libraries
- The Value of Publisher-Provided Content and
- Going Mobile
- Flexible Purchase Models

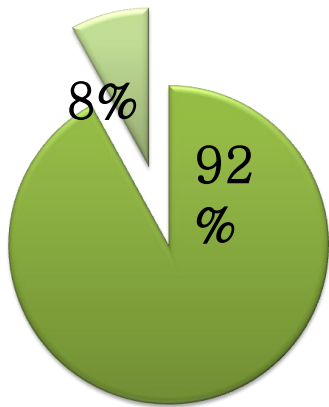
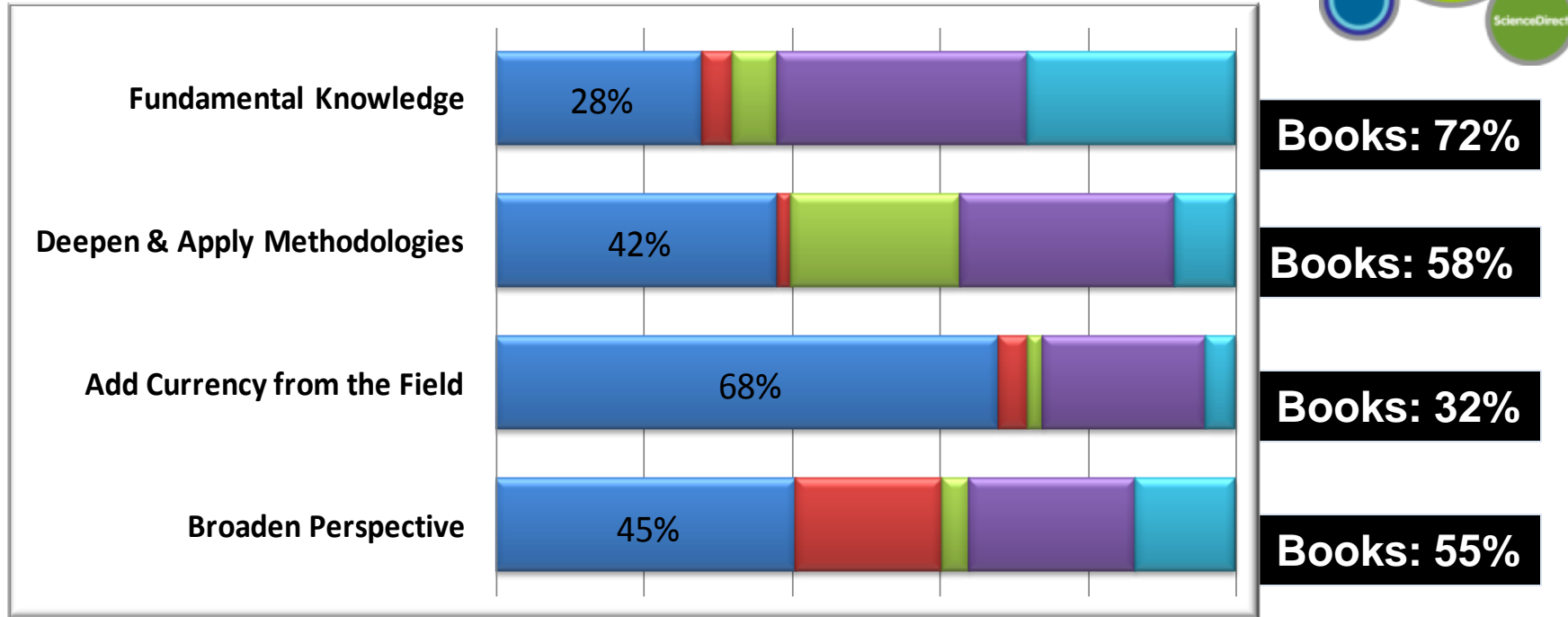




# The Value of Books to the Research Workflow



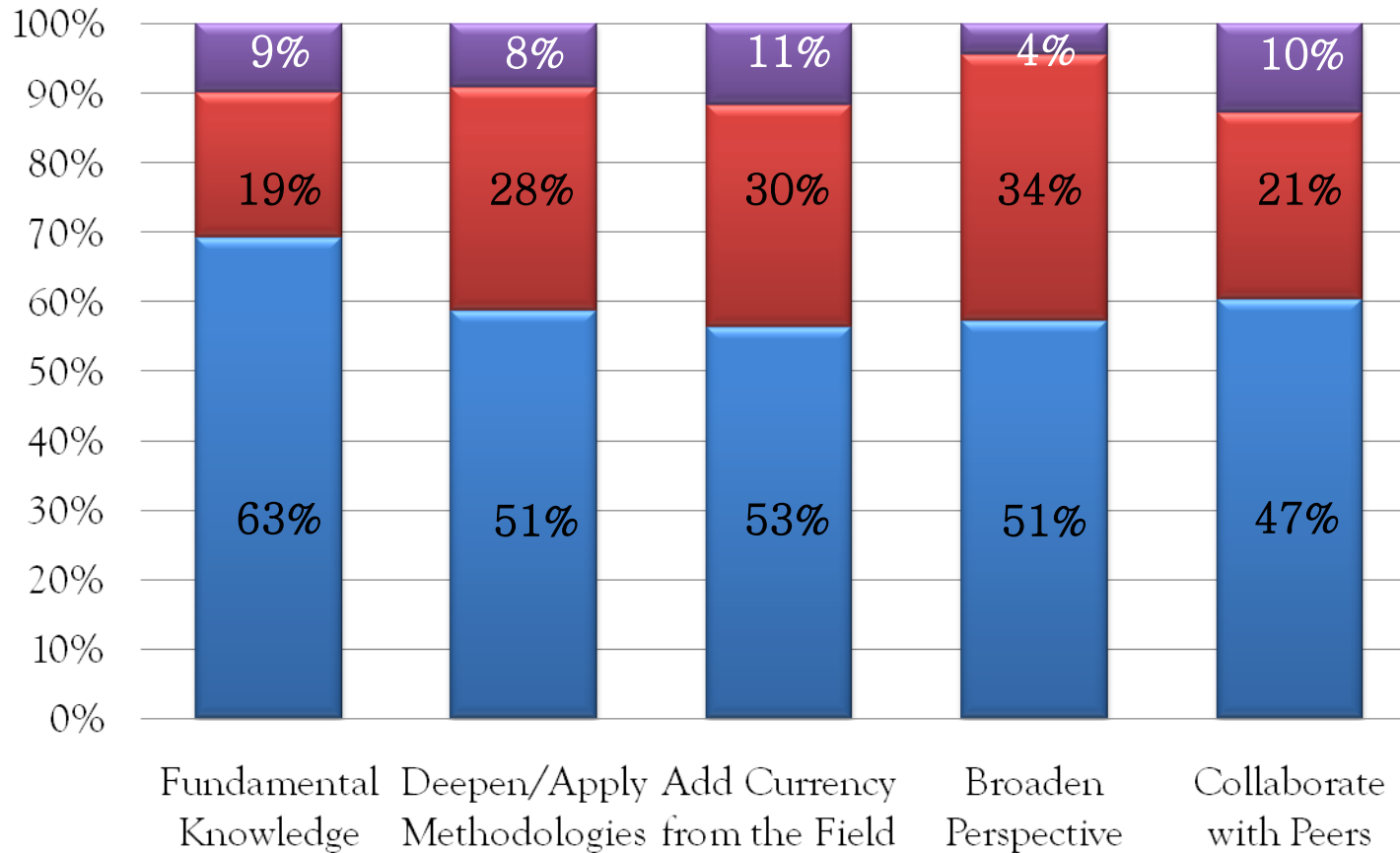
# The Value of Book Content to the Research Workflow



92% of researchers say they regularly perform cross-disciplinary research. Having access to Fundamental knowledge [Books] across diverse subjects is essential.

Source: global survey responses from 500 researchers & librarians, Elsevier & S.M.S. Research, 2009

# Do Researchers Use, or Want to Use eBooks?



“I neither have nor want online books”

“I want to use online books but do not have access”

“I have access, and I use online books”

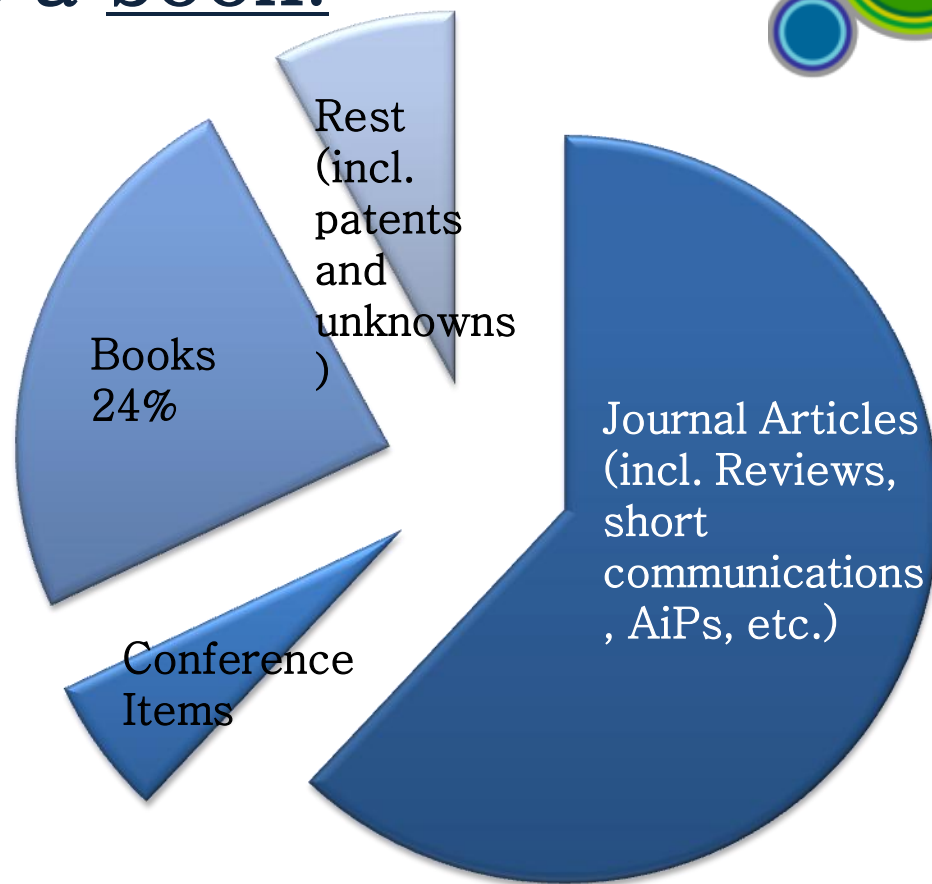


Source: Global survey responses from 500 researchers & librarians, Elsevier & S.M.S. Research,

# It's No Wonder the Most Cited Item in SCOPUS is a book!



Cited Records in Scopus. Over 24% of all cited records in Scopus are books.

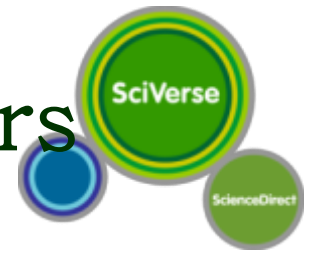


Most cited item in Scopus is a book:

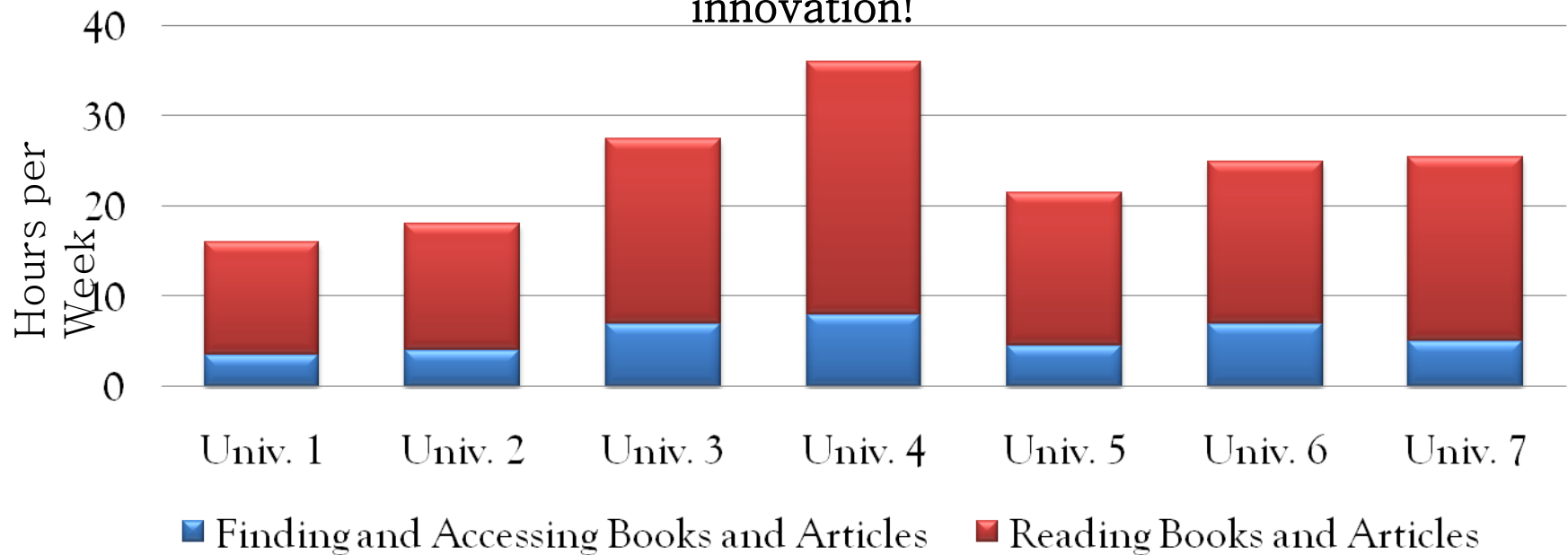
Author(s)	Date	Source Title	▼ Cited By
Sambrook, J., Fritsch, E.F., Maniatis, T.	1989	<i>Molecular Cloning: A Laboratory Manual</i>	<u>106264</u>



# Access to Electronic Content Saves Researchers Approximately 2-4 Hours Per Use, Per Occasion



Less time searching for information equals more time using information to achieve innovation!



**Key Finding:** Respondents report that they spend at least 3.5 hours per week finding and accessing articles and books, and at least 9.8 hours reading articles/books.

Source: University Investment in the Library, Phase II: An International Study of the Library's Value to the Grants Process, 2010, Elsevier and 8 academic partners

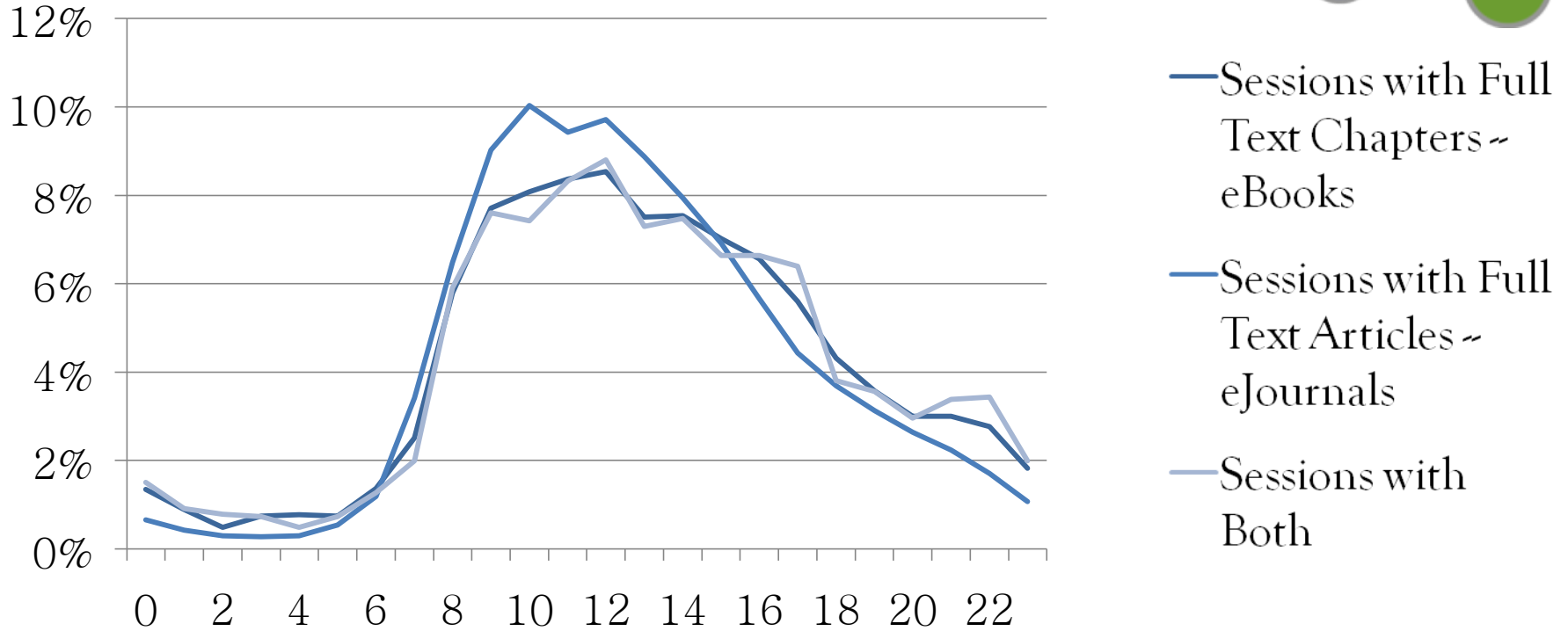


# eBooks Usage: Trends and Case Studies from Researchers & Libraries





# Average Daily Use: 24 Hour Usage (ScienceDirect Users)



eBooks & eJournals are used almost at the same frequency, showing the value of integrated content that's discoverable and concurrently available.

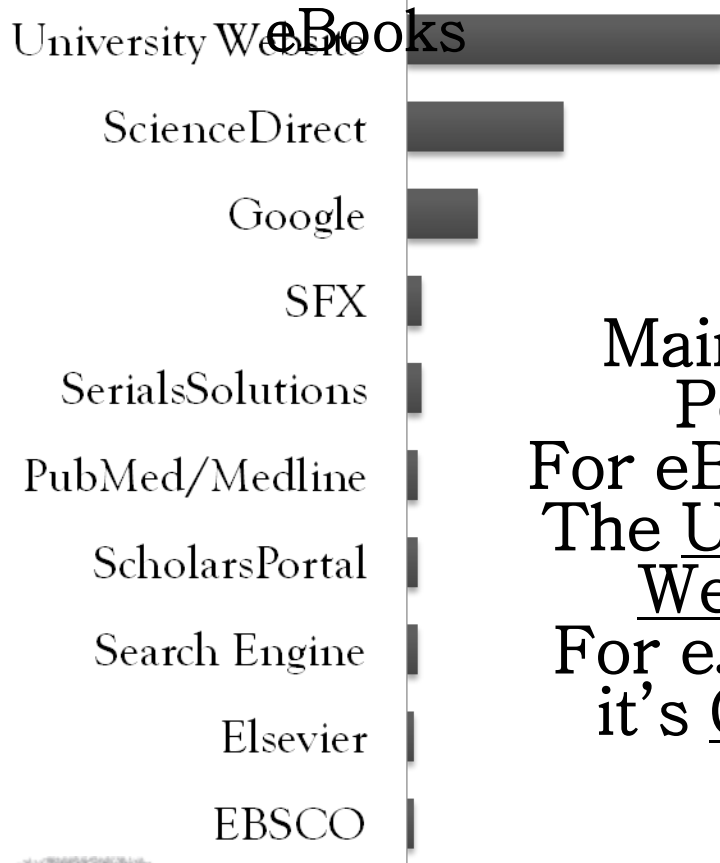


Source: ScienceDirect usage data 2010: All users, all eBook (Monographs)

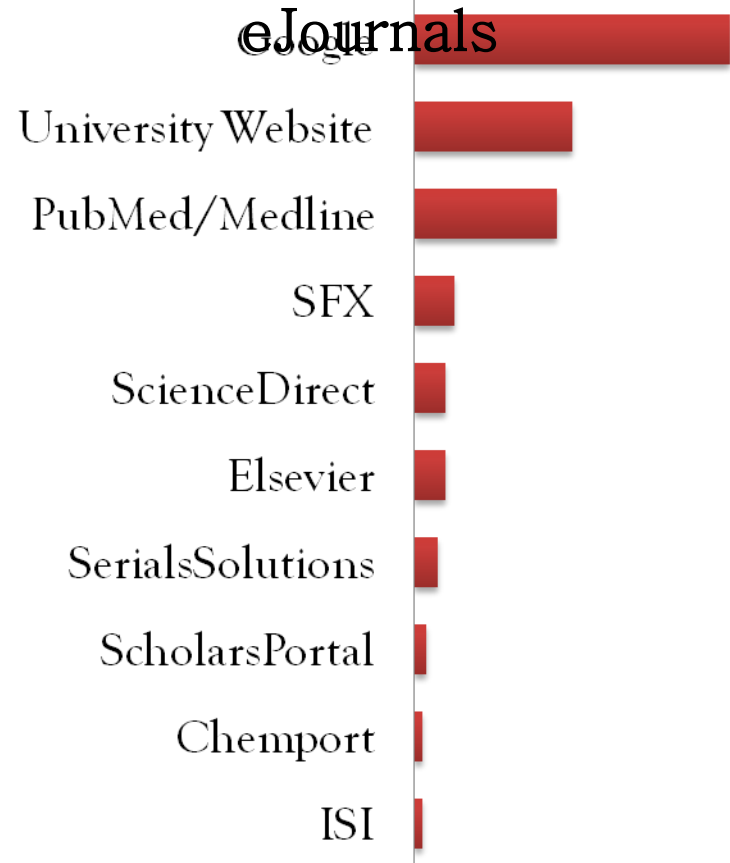
# The Path Most Taken to eBooks & Journals



(Top 10) Navigating to eBooks



(Top 10) Navigating to eJournals

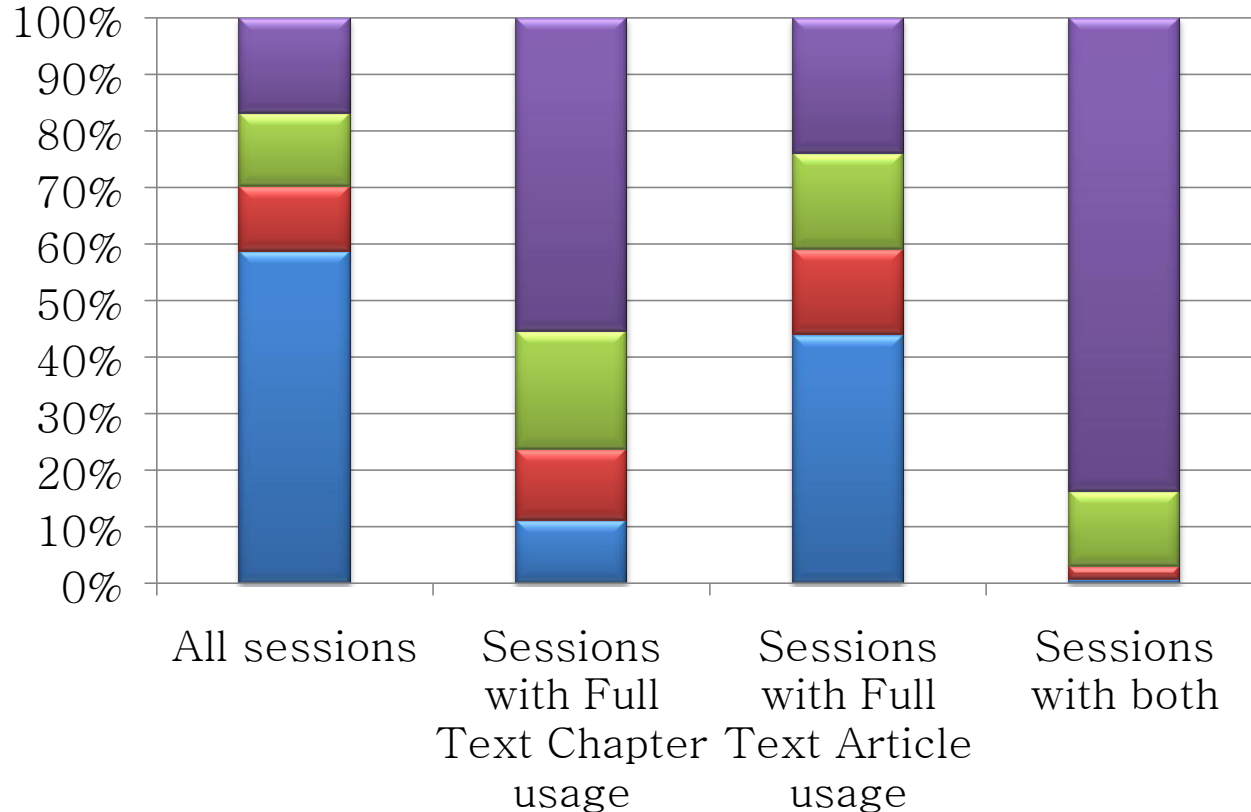


Main Entry Point?  
 For eBooks, it's The University Website.  
 For eJournals, it's Google.



# Full Text Usage: eBook Chapter and eJournal Article

Sessions with eBooks last longer than sessions with eJournals



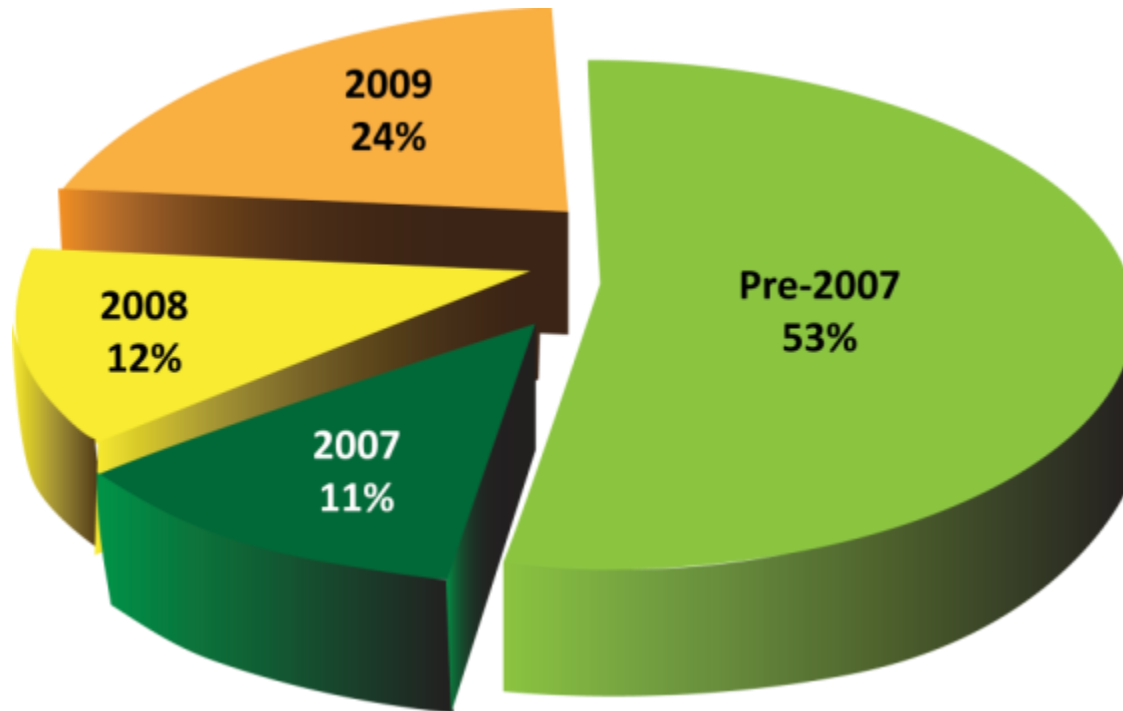
- > 10 minutes
- 3-10 minutes
- 1-3 minutes
- < 1 minute

“The task of finding the most pertinent articles on a new topic **used to take a full afternoon.** The same work can now be completed in **15-30 minutes.**”



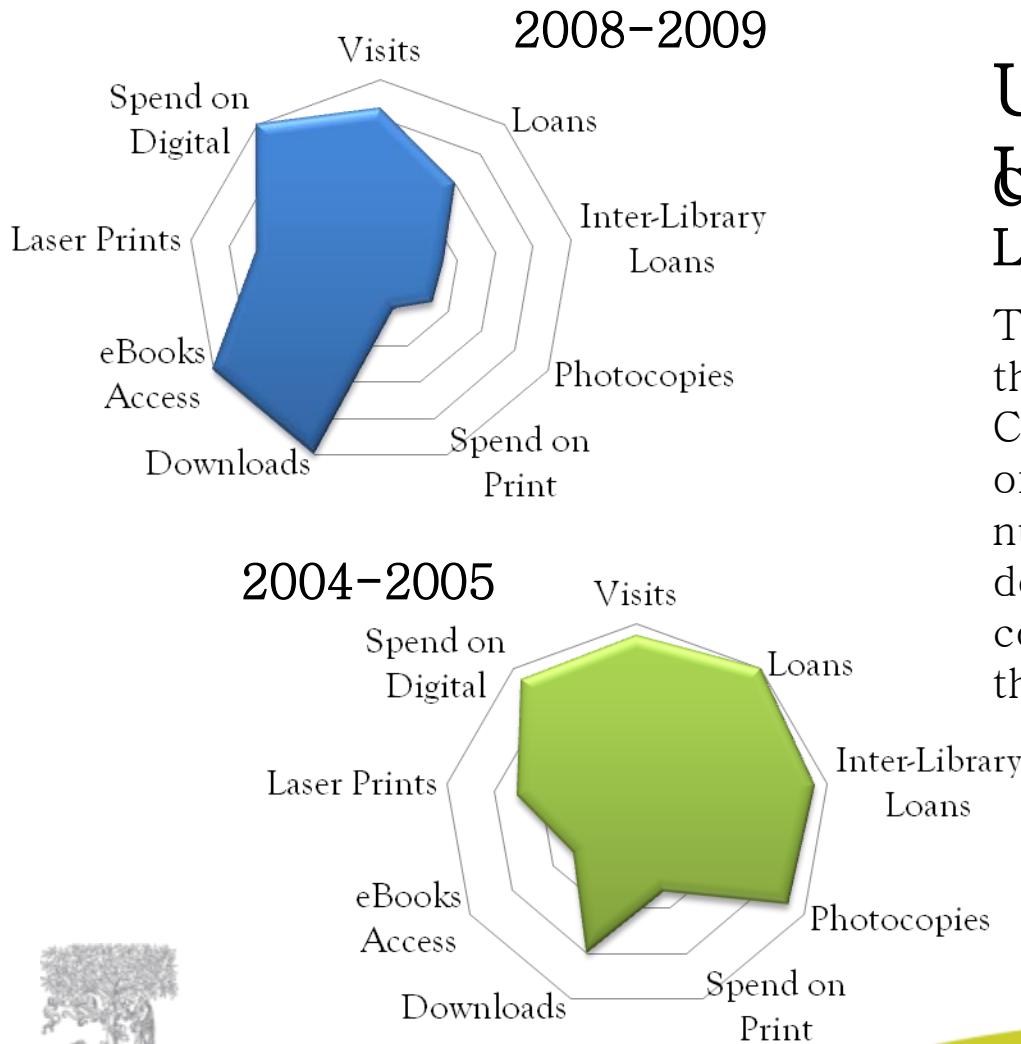
Source: ScienceDirect usage data 2010

# eBook (Monograph) Usage by Publication Year



More than half of eBooks usage occurs with back list titles (for trusted foundation knowledge)

# Embracing the eBook Means Embracing Change



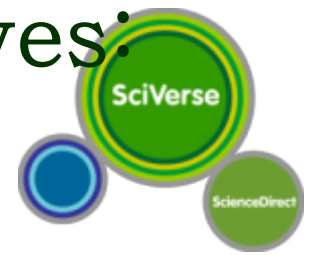
## University of Cardiff, UK Changing the Use of Cardiff's Libraries

These diagrams show the shift from the provision of physical services in Cardiff's libraries toward greater use of digital information sources. Visitor numbers remain consistently high, demonstrating that students value the conducive learning environment in the libraries.

Source: University of Cardiff Annual Report 2010



# Stanford Engineering Library's Shelves: Nearly Bare!



*"In the past 5 years, most engineering journals have moved online, making their print versions obsolete—books aren't doing much better!"*

Helen Josephine, Stanford Engineering Librarian

In 2010, Stanford Engineering Library  
cleared its  
shelves of print

Almost all of Stanford's  
periodicals  
are available online only.

*"The vast majority of printed books hadn't been taken off the shelf in years."*

Michael Keller, Stanford Library Director

**STANFORD**  
UNIVERSITY



# National Libraries: Driving the Migration from Print to eBooks

SciVerse

ScienceDirect



National Library Korea  
626 Computers, 380,000 digitized  
books,  
116 million pieces of digital content.



Bibliotheca



Bibliothèque National de  
France

# Top 40 Research Institutions Going Digital

RANK	SCHOOL NAME	COUNTRY	SD ONLINE BOOK?
1	<b>HARVARD</b> University	USA	YES
2	University of <b>CAMBRIDGE</b>	UK	YES
3	<b>YALE</b> University	USA	YES
4	<b>UCL</b> (University College London)	UK	YES
5=	<b>IMPERIAL</b> College London	UK	YES
5=	University of <b>OXFORD</b>	UK	YES
7	University of <b>CHICAGO</b>	USA	YES
8	<b>PRINCETON</b> University	USA	YES
9	<b>Massachusetts Institute of Technology</b>	USA	YES
10	<b>California Institute of Technology</b>	USA	YES
11	<b>COLUMBIA</b> University	USA	YES
12	University of <b>PENNSYLVANIA</b>	USA	YES
13	<b>JOHNS HOPKINS</b> University	USA	YES
14	<b>DUKE</b> University	USA	YES
15	<b>CORNELL</b> University	USA	YES
16	<b>STANDFORD</b> University	USA	YES
17	<b>AUSTRALIAN National University</b>	Australia	YES
18	<b>McGILL</b> University	Canada	YES
19	University of <b>MICHIGAN</b>	USA	YES
20=	<b>ETH Zurich</b> (Swiss Federal Institute of Technology)	Switzerland	YES

RANK	SCHOOL NAME	COUNTRY	SD ONLINE BOOK?
20=	University of <b>EDINBURGH</b>	UK	YES
22	University of <b>TOKYO</b>	Japan	YES
23	<b>KING'S</b> College London	UK	YES
24	University of <b>HONG KONG</b>	Hong Kong	YES
25	<b>KYOTO</b> University	Japan	YES
26	University of <b>MANCHESTER</b>	UK	YES
27	<b>CARNEGIE MELLON</b> University	USA	YES
28	Ecole Normale Supérieure, <b>PARIS</b>	France	Not Yet
29	University of <b>TORONTO</b>	Canada	YES
30	National University of <b>SINGAPORE</b>	Singapore	YES
31	<b>BROWN</b> University	USA	YES
32=	<b>NORTHWESTERN</b> University	USA	YES
32=	<b>University of California, LOS ANGELES</b>	USA	YES
34	University of <b>BRISTOL</b>	USA	YES
35	<b>HONG KONG</b> University of Science and Technology	Hong Kong	YES
36=	<b>Ecole Polytechnique</b>	France	Not Yet
36=	University of <b>MELBOURNE</b>	Australia	YES
36=	University of <b>SYDNEY</b>	Australia	YES
39	<b>University of California, BERKELEY</b>	USA	YES
40	University of <b>BRITISH COLUMBIA</b>	Canada	YES



Source: The QS World University Rankings '09



# A Global View of Migration



Rank	Country
1	United States
2	China
3	Australia
4	United Kingdom
5	Canada

Rank	Country
6	Brazil
7	Turkey
8	Germany
9	Spain
10	France

Rank	Country
11	India
12	Switzerland
13	Iran
14	Malaysia
15	Singapore

Source: ScienceDirect online book usage Data

Community



# Publisher & Platform Advantage: From Quality Content to Customer Experience

Mobility



Interoperability

# The Platform Advantage



- ✓ Simultaneous, unlimited user access
- ✓ No DRM
- ✓ Search across books & journals
- ✓ 24/7 availability
- ✓ And now, more...



# Platform advantage: Integrated search

The screenshot shows the ScienceDirect search interface. At the top, there is a navigation bar with links for Home + Recent Actions, Browse, Search, My settings, and My alerts. Below this is a search bar with input fields for Articles, Images, All fields, Journal/Book title, Author, Volume, Issue, and Page. A search button labeled "Search ScienceDirect" is on the right. Below the search bar, there are tabs for All Sources, Journals, Books, Reference Works, and Images. To the right of these tabs are links for Advanced search and Expert search. The main search area contains a search input field with the text "Complex Regional Pain Syndrome", a dropdown menu for "in" (currently set to "Title"), a search operator dropdown set to "AND", and another search input field with the text "Albaza". Below these are checkboxes for "Include" (Journals and All Books are checked) and a "Source" dropdown set to "All sources". At the bottom, there is a "Subject" section with a list of categories. A dropdown menu is open over the "in" field, showing a list of search options: Title, All Fields, Abstract, Title, Keywords, Authors, Specific Author, Source Title, Title, Keywords, Abstract, References, ISSN, ISBN, Affiliation, and Full Text. The "Full Text" option is highlighted. A text box below the dropdown menu says "Hold down the Ctrl key (or Apple key) to select multiple entries." Annotations include arrows pointing to the "Search" link in the navigation bar, the "All Books" checkbox, and the "Full Text" option in the dropdown menu.

ScienceDirect

Home + Recent Actions | Browse | **Search** | My settings | My alerts

Articles  All fields  Author   
Images  Journal/Book title  Volume  Issue  Page

**All Sources** Journals Books Reference Works Images [Advanced search](#) | [Expert search](#)

[? Search tips](#)

**Search**

"Complex Regional Pain Syndrome" in   
AND   
Albaza in

**Include**

Journals  All Books

**Source**

**Subject** (select one or more)

Agricultural and Biological Sciences  
Arts and Humanities  
Biochemistry, Genetics and Molecular Biology

Hold down the Ctrl key (or Apple key) to select multiple entries.

# Platform advantage: Supplementary files



ScienceDirect

Home + Recent Actions | Browse | Search | My settings | My alerts

Articles  All fields  Author   
Images  Journal/Book title  Volume  Issue  Page  Search ScienceDirect

The extended mid-water layer in December was observed two weeks after summer rains... reach deep layers as far as 30 miles offshore.

*In situ* imaging instruments such as the UVP presented here are particularly useful for studying and fragile aggregates and organisms in the water column. They can be used with different probes, the user can expect a coherent and detailed description of the data processing of biological and physical variables show a great potential.

### Acknowledgements

The INSU (Frontal/JGOFS-France) programme and the University Paris 6 are supported by the European Commission's Marine Science and Technology MAST III (MAS3-CT96-0060, MAS3-CT98-0161 and MAS3-CT96-0051). The authors thank P. Priour, Alain Sourmia and Paul Nival for their support during difficult periods at sea. We thank Kaveh Rassoulzadegan for the animations. We thank the crews of RV Koro and RV Touze for field assistance.

### Supplementary Files

 [Help](#)  
[Download this File \(24458 K\)](#)

Application 1. List of Figures and Animations - Gorsky *et al.*

### References

- 1 A.L. Allredge, The carbon, nitrogen and mass content of marine snow and aggregates, *Deep Sea Research* 38 (1991) 541. Abstract |  PDF (208 K) | View Record in Scopus | Cited By in Scopus
- 2 A.L. Allredge and M.W. Silver, Characteristics, dynamics and significance of marine snow, *Deep Sea Research* 38 (1991) 541. Abstract |  PDF (2515 K) | View Record in Scopus | Cited By in Scopus
- 4 V.L. Asper, S. Honjo and T.H. Orsi, Distribution and transport of the marine snow in the North Pacific, *Deep Sea Research* 38 (1991) 952. Abstract |  PDF (894 K) | View Record in Scopus | Cited By in Scopus
- 5 J.K.B. Bishop and J.M. Edmond, A new large volume filtration system for the sampling of oceanic particulate matter, *Journal of Marine Research* 34 (1976). pp. 181-198. View Record in Scopus | Cited By in Scopus (22)

Windows Media Player

Now Playing | Library | Rip | Burn

00:04

# Recent Developments: Related Reference works

The screenshot shows the ScienceDirect interface for the article "Milk Proteins" (Chapter 5 - Casein micelle structure and stability). The page includes a search bar, navigation links, and a list of related reference work articles. A callout box with an arrow points from the text "Direct links from Book & Journal direct to Related Reference Work articles" to the "Related reference work articles" section.

Hub | ScienceDirect | Scopus

Register | Login | Go to SciVal Suite

Brought to you by:  
The ScienceDirect Team

Home | Browse | Search | My settings | My alerts

Articles | All fields | Author | Search ScienceDirect

Images | Journal/Book title | Volume | Issue | Page

Back to results | < Previous | Next >

Font Size: A<sup>+</sup> A<sup>-</sup>

PDF (457 K) | Export citation | E-mail article | Highlight keywords on

Chapter | Figures/Tables (7) | References (96) | Thumbnails | Full-Size images

**Milk Proteins**  
From Expression to Food  
2008, Pages 133-162

doi:10.1016/B978-0-12-374039-7.00005-2 | How to Cite or Link Using DOI  
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**Chapter 5 - Casein micelle structure and stability**

David S. Horne

Available online 18 February 2009.

**Chapter Outline**

- Abstract
- Introduction
- Casein primary structure and interactions

**Related Articles**

- Structure and Stability of Bovine Casein Micelles  
*Advances in Protein Chemistry*
- Letter to the editor: Casein micelles or casein supramo...  
*Journal of Dairy Science*
- Effect of acidification and neutralization of milk on s...  
*International Dairy Journal*
- A possible structure of the casein micelle based on hig...  
*International Dairy Journal*
- On the Stability of Casein Micelles  
*Journal of Dairy Science*

View more related articles


**Related reference work articles e.g. encyclopedias**

- MILK PROTEINS | Caseins, Micellar Structure  
*Encyclopedia of Dairy Sciences*
- MILK SALTS AND THEIR INTERACTION WITH CASEINS  
*Encyclopedia of Dairy Sciences*
- HEAT STABILITY OF MILK  
*Encyclopedia of Dairy Sciences*
- Micelles  
*Encyclopedia of Physical Science and Technology*
- MILK | Physical and Chemical Properties  
*Encyclopedia of Food Sciences and Nutrition*

More related reference work articles

Direct links from Book & Journal direct to Related Reference Work articles

# Application gallery



Hub | ScienceDirect | Scopus | Applications

Home | My settings

milk proteins  ?

About 517573 results for ALL(milk proteins)

Search within results

Refine Results

Content Sources

- ScienceDirect (105991)
- Patent Offices (105471)
- Scopus (56661)
- MEDLINE / PubMed (16722)
- NDLTD (10558)

[View more](#)

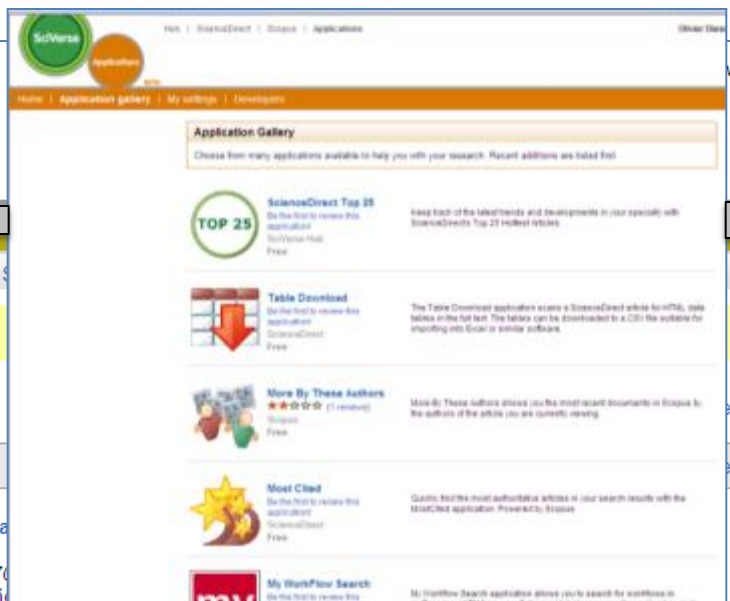
Year

- 2011 (343)
- 2010 (202669)
- 2009 (41645)
- 2008 (34615)
- 2007 (30847)

[View more](#)

Keyword


- milk proteins
- animals
- milk protein
- casein





Application Gallery


Choose from many applications available to help you with your research. Recent additions are listed first.

- TOP 25** ScienceDirect Top 25: Keep track of the latest trends and developments in your specialty with ScienceDirect's Top 25 hottest articles. Free.
- Table Download**: Do the hard to review this application. The Table Download application scans a ScienceDirect article for HTML data tables in the full text. The tables can be downloaded in a CSV file suitable for importing into Excel or similar software. Free.
- More By These Authors**: ★★★★★ (1 review): Most of these authors show you the most recent documents in Scopus by the authors of the article you are currently viewing. Free.
- Most Cited**: Do the hard to review this application. Quickly find the most authoritative articles in your search results with the MostCited application. Powered by Scopus. Free.
- My Workflow Search**: Do the hard to review this application. My Workflow Search application allows you to search for workflows in...

- 101.  **Anafilaxia por hipersensibilidad a proteínas de leche de vaca en los primeros 5 meses**  
*Anales de Pediatría, Volume 70, Issue 1, January 2007, Pages 10-14*  
Jurado Palomo, J.; Martín Muñoz, J.  

La alergia a proteínas de la leche de vaca (PLV) es la tercera causa más frecuente de alergia alimentaria tras la alergia a proteínas de huevo y pescado, y es la más prevalente durante el primer año de vida 1. Aunque la mayoría de las reacciones ...
- 102.  **Comparative Study on Heat Stability and Functionality of Camel and Bovine Milk Whey Proteins**  
*Journal of Dairy Science, Volume 91, Issue 12, December 2008, Pages 4527-4534*  
Lalely, L.C.; Jobe, B.; Wasesa, A.A.H.  

...lactoferrin in camel **milk** ( Farah, 1993...affect the way these **proteins** behave and interact...properties of bovine **milk** whey **proteins** have been thoroughly...characteristics of camel whey **proteins**. Materials and Methods...Preparation  
Fresh bovine **milk** was supplied by the...
- 103.  **Towards proteomic analysis of milk proteins in historical building materials**  
*International Journal of Mass Spectrometry, Volume 284, Issue 1-3, July 2009, Pages 42-46*  
Kuckova, S.; Crhova, M.; Vankova, L.; Hnizda, A.; Hynek, R.; Kodicek, M.  

...problematic; almost all of the **milk proteins** were found in both cases. The...individual peptides coming from the **milk proteins**. The most intensive mass peaks...posttranslational modifications of **milk proteins**. In this study we have started...
- 104.  **Highly sensitive double-fluorescent dye staining on microchip electrophoresis for analysis of milk proteins**  
*Electrophoresis, Volume 29, Issue 12, June 2008, Pages 2533-2538*  
Okada, H.; Kaji, N.; Tokeshi, M.; Baba, Y.  

...In microchip electrophoresis (ME) for analysis of **milk proteins**. The detection sensitivity of ME was very limited

vier Diesnis is logged in

### My Applications

#### Prolific Authors

- Lonnerdal, B.
- Hennighausen, ...
- Houdebine, L...
- Schingoethe, ...
- Bauman, D.E.
- Farrell, H.M.
- Groner, B.
- Blum, J.W.
- Fox, P.F.
- Lonnerdal, B.

content by **Scopus**  
powered by **NEXTBIO**

#### Matching Sentences

For your query **milk proteins** we have matched

**2022** sentences

**764** paragraphs

Results are based on top documents that match your query **milk proteins**



# eReader app on SciVerse ScienceDirect

The screenshot shows the SciVerse ScienceDirect interface. At the top, there are navigation links for Hub, ScienceDirect, Scopus, and Applications. The user is identified as Olivier Diesnis, with options for Logout and Go to SciVal Suite. Below this is a green navigation bar with Home + Recent Actions, Browse, Search, My settings, and My alerts. A search bar is present with fields for Articles, Images, All fields, Author, Journal/Book title, Volume, Issue, and Page. A search button labeled 'Search ScienceDirect' is also visible. The main content area displays an article titled 'International Review of Cell and Molecular Biology' with a PDF icon and a size of 650 K. A text box is overlaid on the article content, listing three bullet points. At the bottom right, a 'Table Download' menu is open, showing 'eReader Formats' and 'Table Download' options. A large grey arrow points from the text box to the 'eReader Formats' option in the menu.

- Visible on SD article pages, for all XML articles/chapters
- Two alternative downloading options for the article: EPUB and MOBI
- Users Save and load file directly to their reader

Available online 31 May 2009.

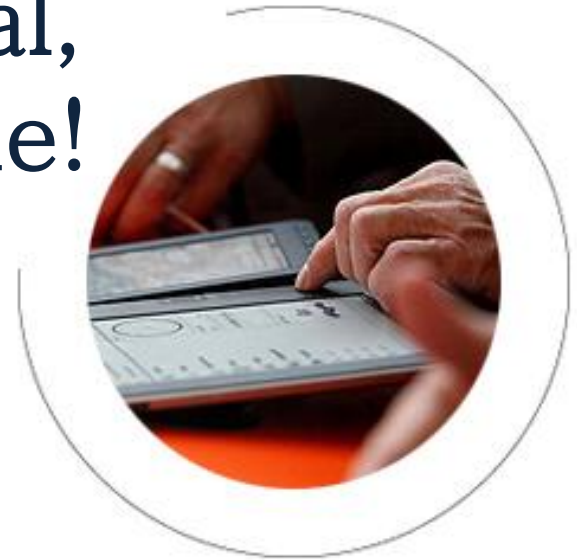
**Abstract**

Mast cells (MCs) were first described by Paul Ehrlich (Beiträge zur Theorie und Praxis der Histologischen Färbung, Thesis, Leipzig University, 1878). They have long been implicated in the pathogenesis of allergic reactions and protective responses to parasites. However, their functional role has been found to be complex and multifarious. MCs are also involved in various cell-mediated immune reactions and found in tissues from multiple disease sites, and as a component of the host reaction to bacteria, parasite, and even virus infections. They also participate in angiogenic and tissue repair processes after injury. The importance of a possible functional link between chronic inflammation and cancer has long been recognized. As most tumors contain inflammatory cell infiltrates, which often include plentiful MCs, a possible contribution of these cells to tumor development has emerged. In this review, general biology of mast cells, their development, anatomical distribution, and phenotype as well as their secretory products will first be discussed. The specific involvement of MCs in tumor biology and tumor fate will then be considered, with particular emphasis on their capacity to stimulate tumor growth by promoting angiogenesis and lymphangiogenesis. Finally, it is suggested that mast cells may serve as a novel therapeutic target for cancer treatment.

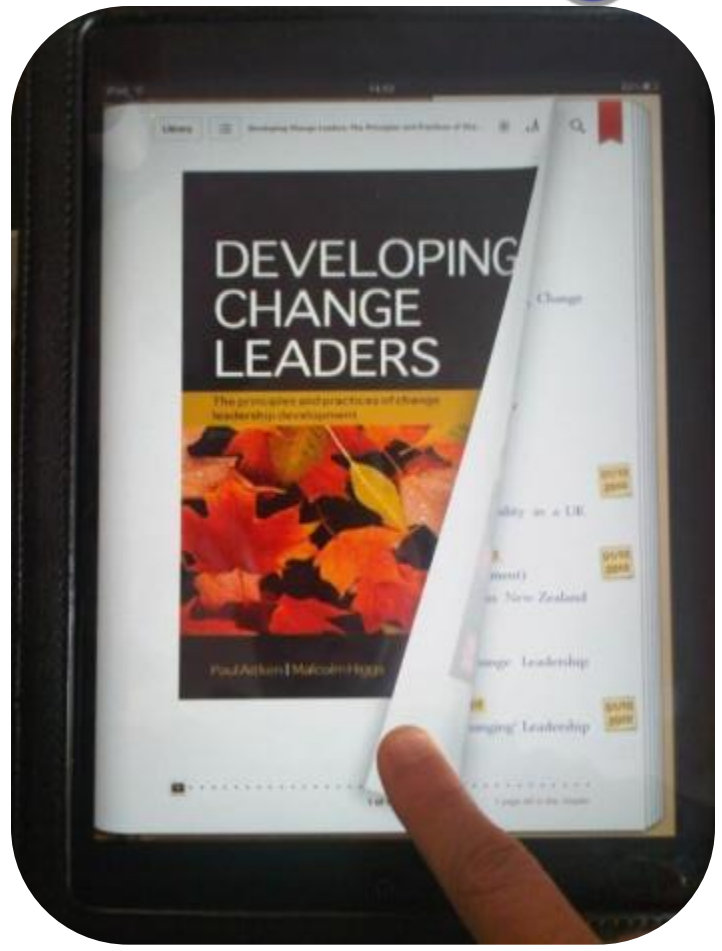




# Going Digital, Going Mobile!



# Going Digital, Going Mobile!



The University of Adelaide will provide iPads to 700 Science students and faculty in 2011



Stanford University:  
Incoming Medical  
students receiving iPads



STANFORD  
UNIVERSITY

# Mobile Applications: iPhone, iPad

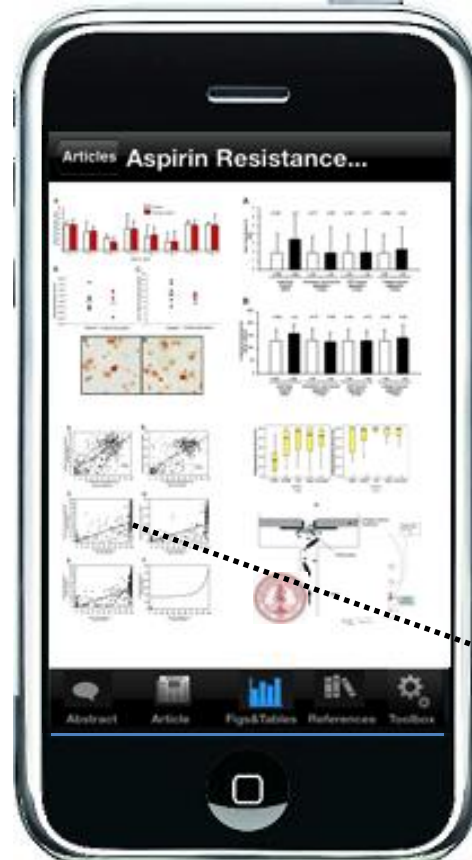


Recent Articles Based on Personal Alert Settings  
Offline Library of Saved Article

SD Search

Easy and Offline access to favorite journals

Co-Branding with Library's Mobile Website Link



Developing Hybrid Apps Across Application Marketplaces  
-- iPhone  
-- iPad Application

Interactive Article with Quick Access Sections;  
Images Cover-Flow; High-Resolution  
Zoom In/Out

iPhone app available for non-subscribing institutes only.



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Book Type	One-time Payment (Perpetual Access)	Subscription	Purchasing Details
Reference Works	√	√	Multiple Discount Options Available (Volume, Clear Your Shelf and Introductory Discount). Available in Discounted Packages and Pick & Choose.
Books Series and Handbook Series	√ Backfiles	√	Subscription Includes current Year and 4 Years of Backfiles. Deep Backfiles Available as One-off.
Monographs/ eBooks	√		Available in Discounted Packages, Pick & Choose and Via the Evidence Based Model.



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eBook Collection	Pre-2007	2007	2008	2009	2010	2011	Total
Agriculture and Biological Sciences	211	15	25	28	11	12	302
Biochemistry, Genetics, and Molecular Biology	253	12	11	12	22	10	320
Business, Management, Hospitality, and Tourism	349	62	44	22	14	9	500
Chemical Engineering	429	40	24	36	24	19	572
Chemistry	412	36	24	5	4	11	492
Computer Science	468	116	88	51	54	44	821
Earth and Planetary Sciences	450	28	19	41	8	17	563
Finance	78	15	12	17	18	11	151
Forensics						14	
Energy	31	4	9	4	10	11	69
Engineering	897	95	69	83	80	53	1277
Environmental Science	189	24	13	13	11	11	261
Immunology and Microbiology	108	6	15	7	n/a	4	140
Materials Science	219	23	27	21	7	12	309
Mathematics	916	25	12	12	7	15	987
Media Technology	n/a	n/a	n/a	79	80	82	241
Medicine and Dentistry	65	15	6	8	15	6	115
Neuroscience	101	19	22	15	12	9	178
Pharmacology, Toxicology, and Pharmaceutical Sc.	63	11	8	7	n/a	5	94
Physics and Astronomy	162	22	22	8	3	5	222
Psychology	281	15	15	7	19	11	348
Clinical Medicine	202		55	79	58	44	
Health Professions	214		27	39	27	31	
Veterinary Medicine	112		13	18	14	16	
<b>Complete Collection</b>	<b>6210</b>	<b>583</b>	<b>560</b>	<b>612</b>	<b>498</b>	<b>462</b>	<b>8911</b>

# A Closer Look: eBook Collections (Monograph

**New:**  
Clinical Dentistry 2000-2010  
Spanish Collection 2004 - 2009

# 2010 eBooks -- Options



## Option 1: Collections

eBook Subject Collections	Standard Collection Discount
2011	23.5%
2010	15%
2008-2009	15%
2007	15%
Pre-2007	60%

For multiple collection purchases (in one order), the following additional volume discounts apply:

- 5-9 Collections: 5%
- 10-14 Collections: 10%
- 15+ Collections: 15%

Option 2: Pick & Choose  
(no minimum requirement)

Option 3: Evidence-Based Selection



# Evidence-Based Selection: The Flexibility to Choose

- You define the most important collections for your institution and gain access to them for a full 12 months for a minimal, up-front fee determined by a percentage of 10–40% of the total value of content you choose
  - Free MARC Records, Statistics, and Marketing Initiatives included
  - No DRM Restrictions
- After 12 Months you choose the most valuable titles / collections based upon Evidence-Based statistics

## Library Welcome Kit

Introducing the ScienceDirect eBooks Library Welcome Kit



**Increased Discoverability & Usage = Optimized Return on Investment**

# Thank you!



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