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Elsevier eBooks: Modern Tools and Technologies to Support Researcher and Student

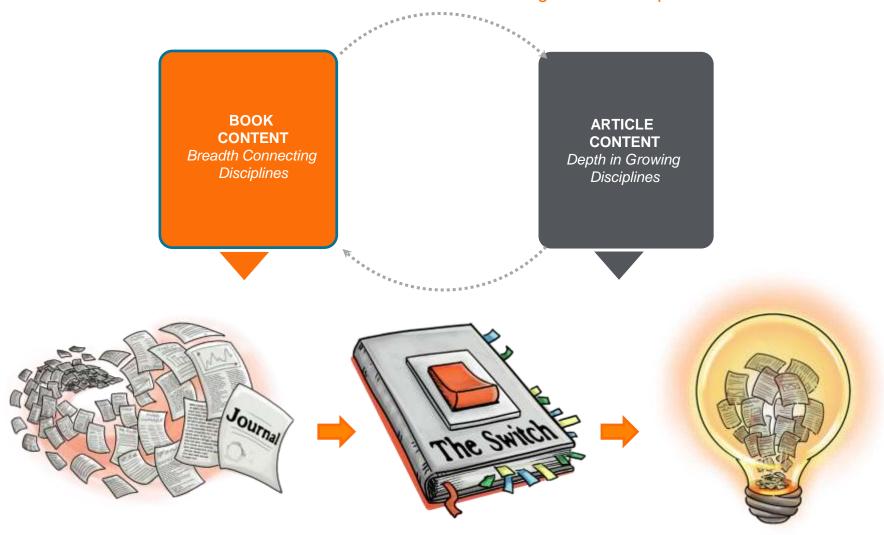




Pavel Milasevic

Access to both Journals and eBook is crucial to researchers and discovery.

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.

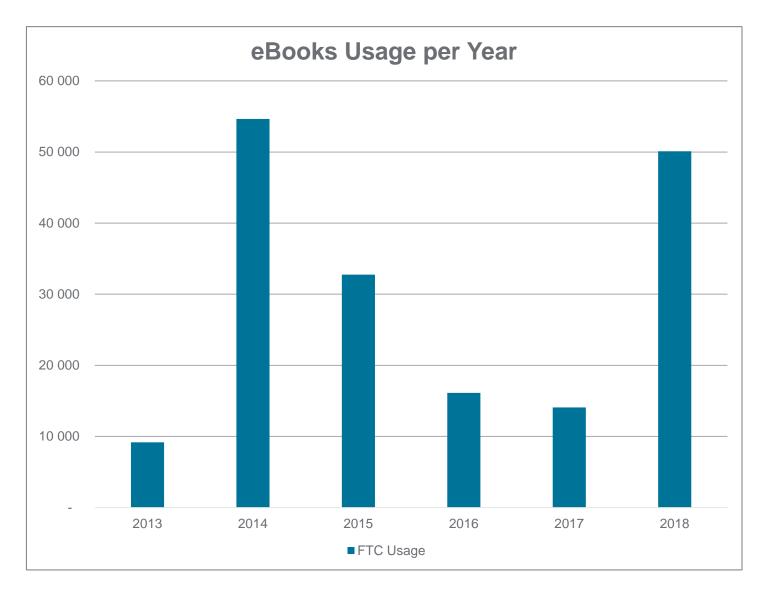


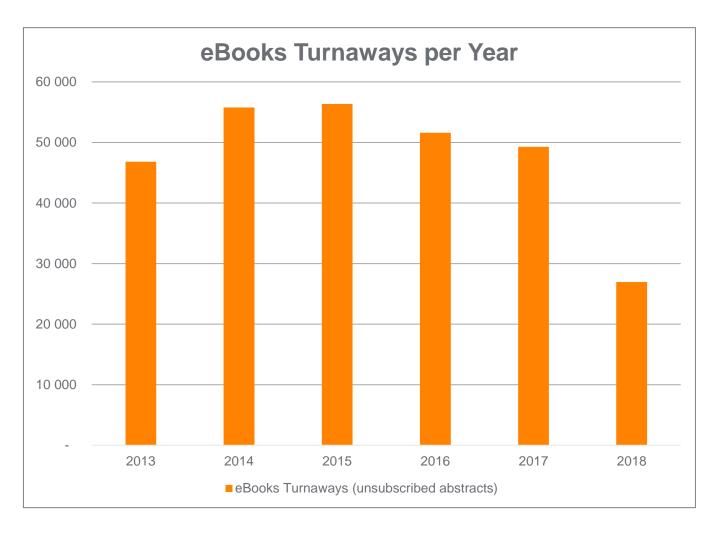
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2018 Frontlist Collection* (# of Titles)

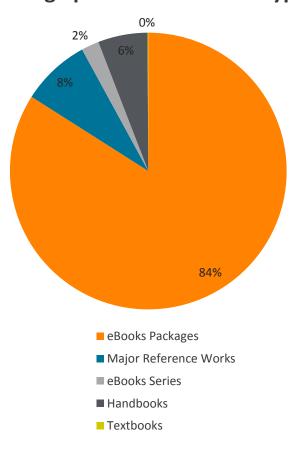
Agricultural, Biological and Food Sciences	118	Immunology and Microbiology	
Biochemistry, Genetics and Molecular Biology	48	Materials Science	131
Biomedical Science and Medicine	78	Mathematics	10
Chemical Engineering	65	Neuroscience	56
Chemistry	47	Pharmacology, Toxicology and Pharmaceutical Science	38
Computer Science	7	Physics and Astronomy	4
Earth and Planetary Sciences	52	Psychology	28
Energy	86	Social Sciences	53
Engineering	197	Specialty Medicine	69
Environmental Science	38	Health Professions	9
Finance	25	Veterinary Medicine	7
Forensics, Security and Criminal Justice	25	Specialty Surgery	21
		Total # of Titles	1254

^{*}Estimated number of titles for each subject package. Official # of titles published cannot be confirmed until the end of the year due to publishing changes.

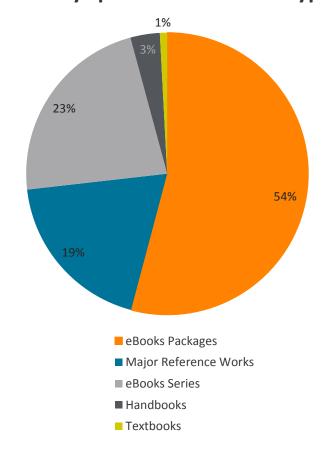


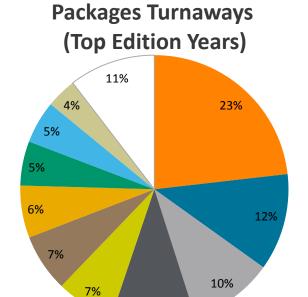


Usage per Books Product Type



Turnaways per Books Product Type





10%



Top 15 Major Reference Works sorted by Turnaways

Rank	Major Reference Work Title	ISBN	Subject Area
	1 International Encyclopedia of Social and Behavioral Sciences Second Edition	9780080970875	Social Sciences
	2 International Encyclopedia of Human Geography	9780080449104	Social Sciences
	3 International Encyclopedia of the Social & Behavioral Sciences	9780080430768	Social Sciences
	4 Encyclopedia of Neuroscience	9780080450469	Neuroscience
	5 Encyclopedia of Biological Chemistry Second Edition	9780123786319	Biochemistry, Genetics and Molecular Biology
	6 Encyclopedia of Biodiversity Second Edition	9780123847201	Agricultural and Biological Sciences
	7 Encyclopedia of Language & Linguistics Second Edition	9780080448541	Social Sciences
	8 Encyclopedia of Environmental Health	9780444522726	Environmental Science
	9 xPharm: The Comprehensive Pharmacology Reference	9780080552323	Pharmacology, Toxicology and Pharmaceutical Science
	10 Encyclopedia of Quaternary Science	9780444527479	Earth and Planetary Sciences
	11 Encyclopedia of Analytical Science Second Edition	9780123693976	Chemistry
	12 Treatise on Geomorphology	9780080885223	Earth and Planetary Sciences
	13 Treatise on Geochemistry Second Edition	9780080983004	Earth and Planetary Sciences
	14 Encyclopedia of Materials: Science and Technology	9780080431529	Materials Science
	15 Encyclopedia of Separation Science	9780122267703	Chemistry



IESBS 2nd Edition:

New and Updated Coverage, and a more Representative Editorial Board

IESBS, 2nd edition updates reflect dominant trends in the social and behavioral sciences over the past two decades

 The first edition of the International Encyclopedia of the Social and Behavioral Sciences was published in 2000

It has generated nearly **7,000** citations and about two million "hits" on ScienceDirect since publication and has stood as the reference volume of choice in social and behavioral science for fifteen years.

Globalization	Enhanced international coverage and increased diversity of editors and authors, as well as the coverage of subject matter
Specialization vs. Integration	Entire sections of IESBS 2 nd edition have been developed with interdisciplinarity as a central theme
Expert Curation	The authors and editors deployed in the creation of IESBS 2 nd edition comprise a small army of some 10,000 scholars
Coverage of Applications	Increased coverage of practical applications throughout, equipping readers with applied knowledge alongside theory
Integration of Social and Biological Sciences	Sections include a balanced mix of both the social and biological sciences, as well as coverage of their interaction

International Encyclopedia of Social and Behavioral Science, 2nd edition

Key New Sections:

Social Work

Gerontology and Aging

Life Course Studies

Sexuality

Criminology

Business, Marketing and Finance

Labor Studies

War, Peace, Violence and Conflict

Gay, Lesbian, Bisexual and Trans-sexual Studies

Applied Social and Behavioral Sciences



 Over 90% of the content is new or updated, and the number of sections has increased from 39 to 54, to reflect disciplinary growth trends and support cutting edge research

In comparison to the First Edition, the Second Edition provides:

- IESBS incorporates comparative, cross-cultural, and international themes as well as perspectives into its research articles
- 33% more nations represented in author base
- 3x as many female editors
- 50% fewer North American authors
- More international editorial board, author base, and more subject matter coverage

New countries represented on editorial board:

Luxembourg Singapore

Greece Spain

Finland Russia

Japan Austria

China Israel

Ireland Netherlands

Top 15 Book Series sorted by Turnaways

C	Book Series Title	ISSN	Subject Area
	1 Methods in Enzymology	0076-6879	Biochemistry, Genetics and Molecular Biology
	2 International Review of Cell and Molecular Biology	1937-6448	Biochemistry, Genetics and Molecular Biology
	3 Progress in Brain Research	0079-6123	Neuroscience
	4 Methods in Cell Biology	0091-679X	Biochemistry, Genetics and Molecular Biology
	5 Advances in Parasitology	0065-308X	Immunology and Microbiology
	6 Progress in Molecular Biology and Translational Science	1877-1173	Biochemistry, Genetics and Molecular Biology
	7 International Review of Neurobiology	0074-7742	Neuroscience
	8 Current Topics in Developmental Biology	0070-2153	Biochemistry, Genetics and Molecular Biology
	9 Vitamins & Hormones	0083-6729	Biochemistry, Genetics and Molecular Biology
	10 Advances in Immunology	0065-2776	Immunology and Microbiology
	11 Advances in the Study of Behavior	0065-3454	Psychology
	12 Advances in Pharmacology	1054-3589	Pharmacology, Toxicology and Pharmaceutical Science
	13 Advances in Clinical Chemistry	0065-2423	Biochemistry, Genetics and Molecular Biology
	14 Advances in Applied Microbiology	0065-2164	Immunology and Microbiology
	15 Advances in Protein Chemistry and Structural Biology	1876-1623	Biochemistry, Genetics and Molecular Biology



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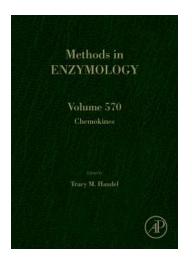
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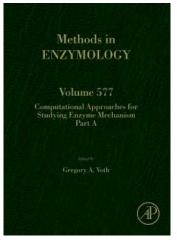
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66 Nobel Laureates have contributed to the Methods in Enzymology series, including five of the nine 2013 Nobel Laureate winners in Physiology, Chemistry and Physics

Contributors and Authors

Arieh Warshel

James E. Rothman

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Sir John B. Gurdon

Thomas C. Sudhof

Jack W. Szostak

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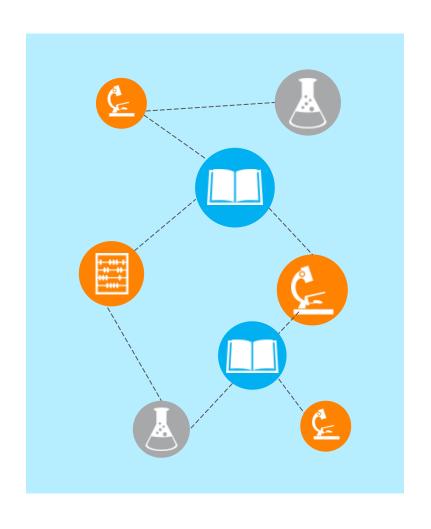
Peter Agre

Roger D. Kornberg

Osamu Shimomura

Includes Key Experimental Protocols

- Sample of Protocols with details on techniques critical knowledge for researchers in life sciences
- Separation and purification of the enzyme, enzyme kinetics mechanism
- Transgenic, RNA interference, microarray, gene therapy
- Crystallization of biological macromolecules, sequencing analysis of biomolecules
- Cell Culture
- Immunochemistry
- Cell Signal Transduction Technology
- Nuclear magnetic resonance, laser capture microscopy, confocal microscopy
- · Genomics, proteomics, metabolomics, functional glycomics
- · High performance liquid chromatography, mass spectrometry
- Computer simulation, drug design, drug and nucleic acid interactions, protein-protein interactions
- research techniques about Mouse developmental biology
- Biosynthesis of natural products
- · Stem cell and tissue culture techniques
- · Study important diseases such as: cancer, diabetes



Data Driven and Impact Focused Publishing Strategy



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

Analysis

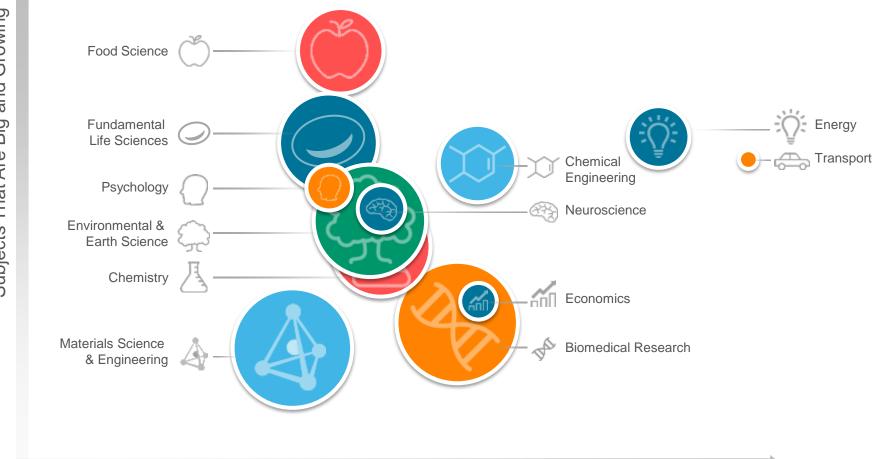
- Identify hot growth areas and correlate with high-performing authors
- Identify research gaps
- Quantify an idea

@Results

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

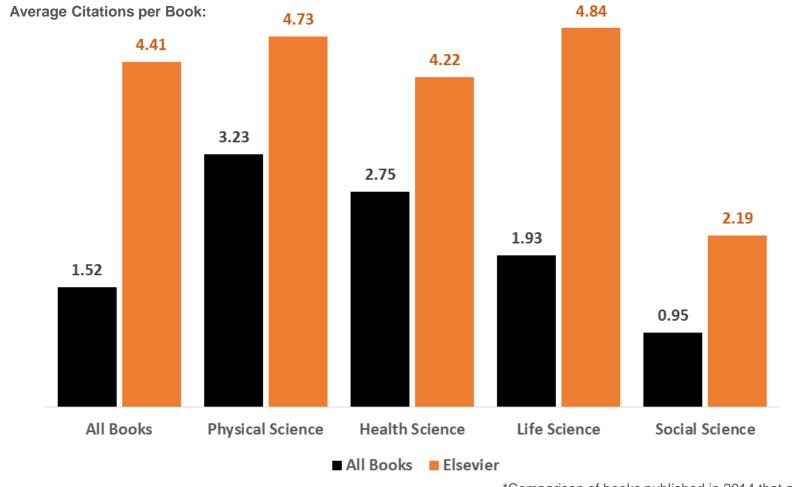
Knowledge gaps are identified to ensure decision-making for subject matter is driven by valid and informed sources

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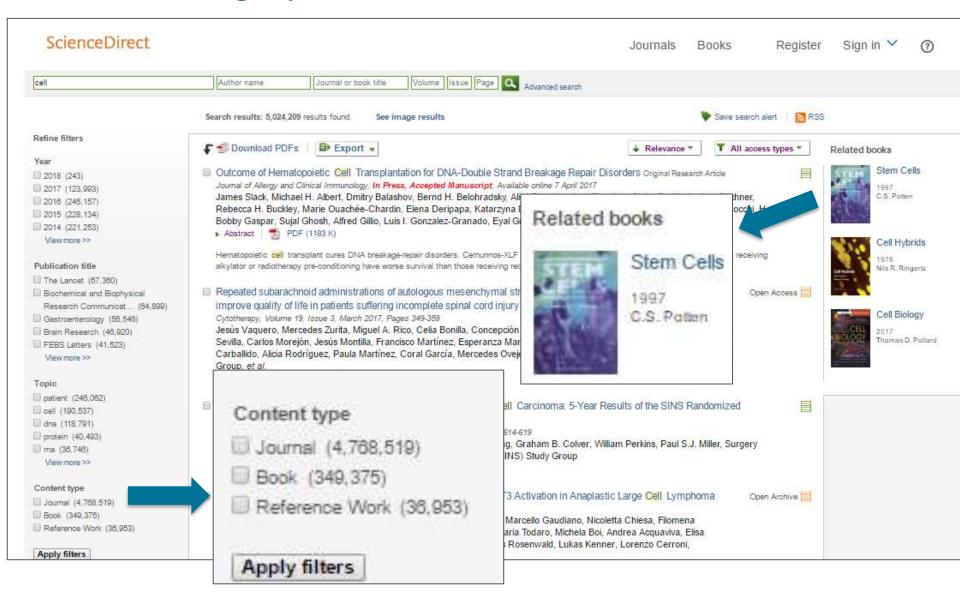


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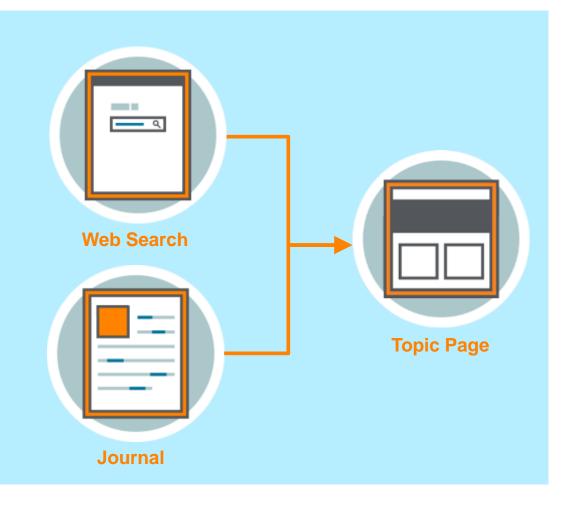


Integrating eBook and journal content to create an interactive and seamless reading experience

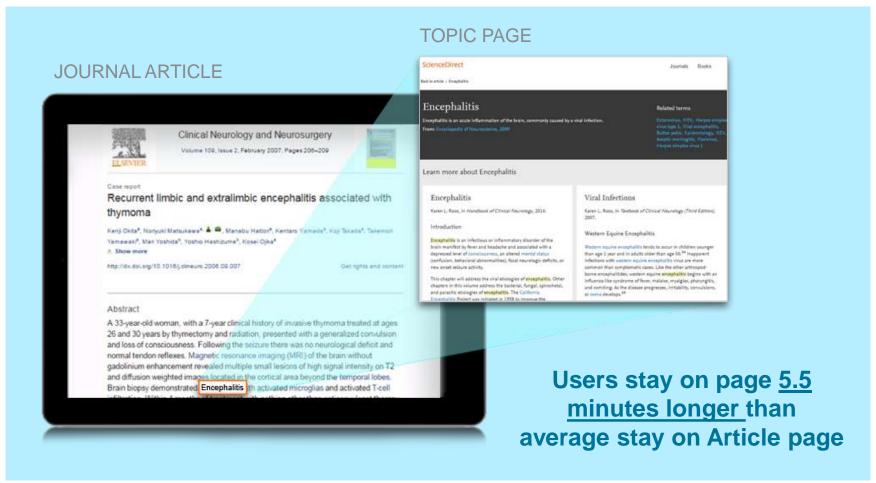


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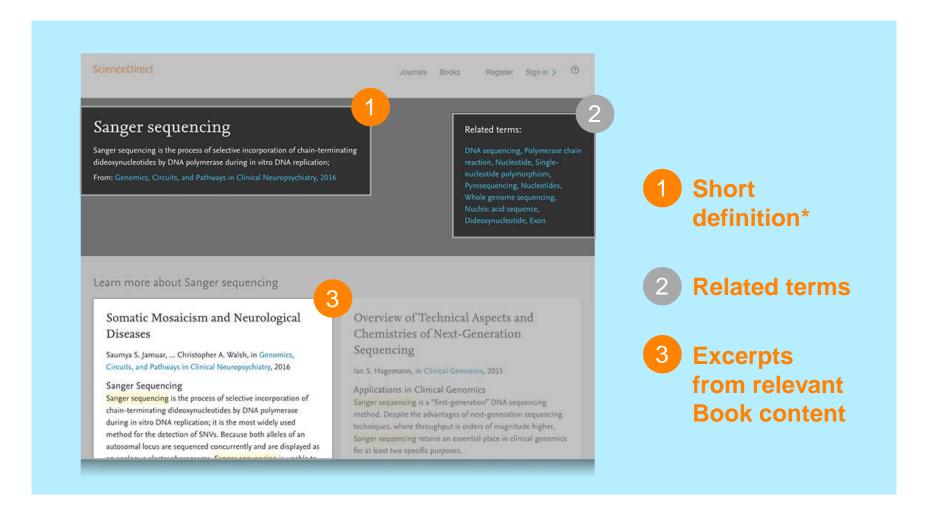
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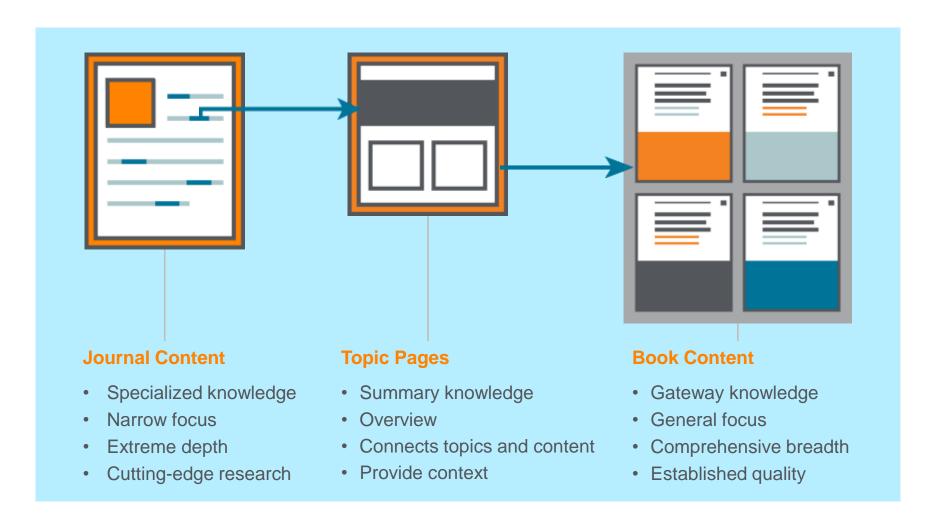
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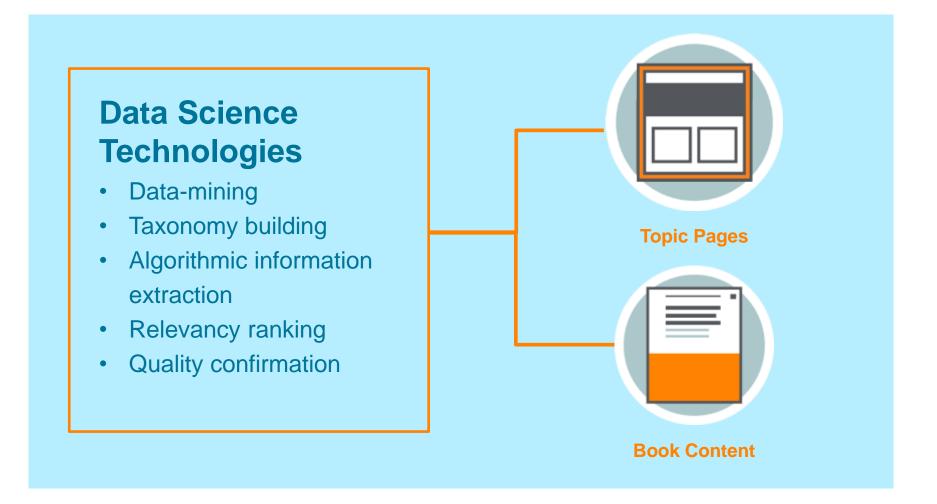
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Environmental & Earth Science



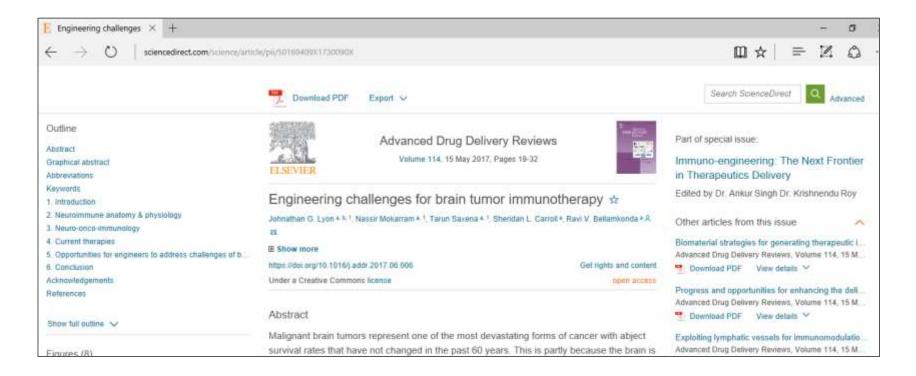
Food Science



Materials Science

& Engineering

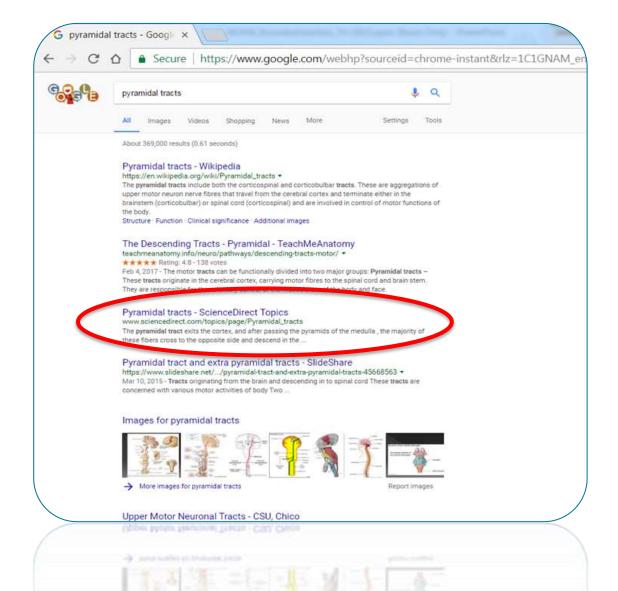
The Researcher Journey: Understanding Journal Content to Move Research Forward



Article: Engineering challenges for brain tumor immunotherapy

Journal: Advanced Drug Delivery Reviews, Volume 114

Increased Discoverability



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Unfamiliar term often results in Wikipedia search



Advanced Drug Delivery Reviews

Volume 114, 15 May 2017, Pages 19-32



Engineering challenges for brain tumor immunotherapy &

Johnathan G. Lyon a. b. 1, Nassir Mokarram a. 1, Tarun Saxena a. 1, Sheridan L. Carroll a, Ravi V. Bellamkonda a 😃

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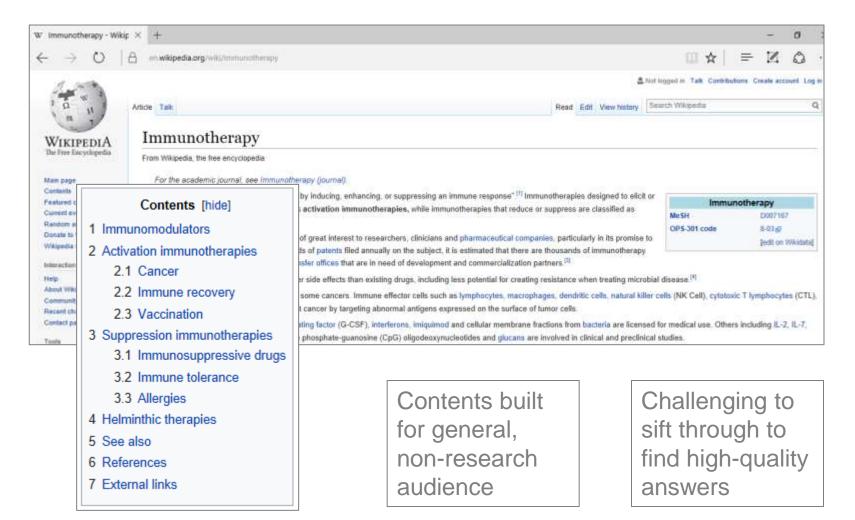
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Abstract

Unfamiliar term may result in Wikipedia search Malignant brain tumors represent one of the most devastating forms of cancer with abject survival rates that have not changed in the past 60 years. This is partly because the brain is a critical organ, and poses unique anatomical, physiological, and immunological barriers. The unique interplay of these barriers also provides an opportunity for creative engineering solutions. Cancer immunotherapy, a means of harnessing the host immune system for anti-tumor efficacy, is becoming a standard approach for treating many cancers. However, its use in brain tumors is not widespread. This review discusses the current approaches, and hurdles to these approaches in treating brain tumors, with a focus on immunotherapies. We identify critical barriers to immunoengineering brain tumor therapies and discuss possible

Searching and sifting required; content built for wrong audience: time lost and quality questionable



ELSEVIER

Topic Pages: Linking to High-Quality Book Content on ScienceDirect



Advanced Drug Delivery Reviews

Volume 114, 15 May 2017, Pages 19-32



Engineering challenges for brain tumor immunotherapy &

All link out to Topic Pages Current clinical standard of care for brain tumors is maximal safe surgical resection, followed by concomitant fractionated radiotherapy, and chemotherapy (oral Temozolomide, and/or implanted Carmustine wafer) [3]. Surgical resection, however, is not always possible due to the location of the tumor corresponding to sensitive or inoperable regions of the brain [4,5]. Further, recurrence after surgery is common, as many brain tumors have invasion fronts that penetrate into healthy tissue beyond the primary tumor core, making it often impossible to remove all malignant cells [6]. Systemic chemotherapy is also less efficacious in the treatment of brain tumors, as the ability for these drugs to efficiently reach some brain tumor tissues is hindered by the transport-restrictive properties of the bloodbrain barrier (BBB), adaptive resistance to the drug, exacerbation of side effects due to increased effective dose requirements and sensitivity of neural tissue, and an inability to fully obliterate resident tumor renewing populations [7–9]. Even with all the continued advances in drug discovery and delivery that have improved substantially improved outcomes in systemic cancers, there has been disappointingly little impact on tumors of the brain.



Any questions?

Thank you

Pavel Milasevic p.milasevic@elsevier.com

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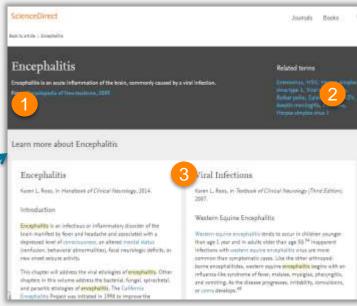


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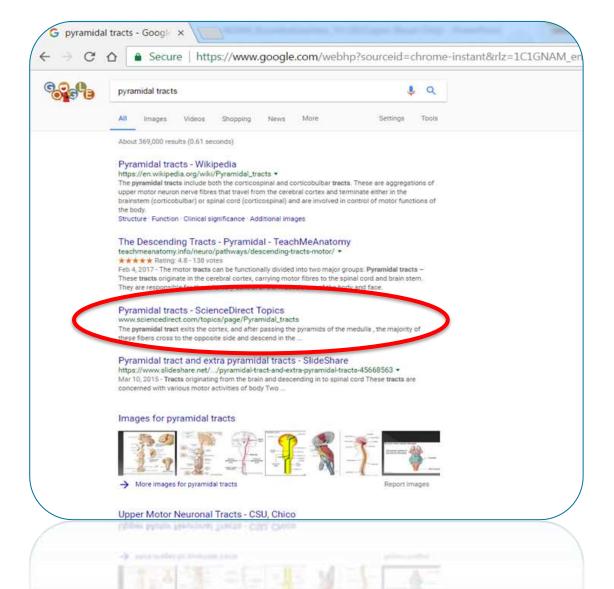
Key Outcomes for Researchers & Students

- Decrease time spent jumping across platforms, searching for and validating info
- 2. Increase time spent progressing research
- 3. Increase confidence in information reliability and likelihood of serendipitous connections made in research process

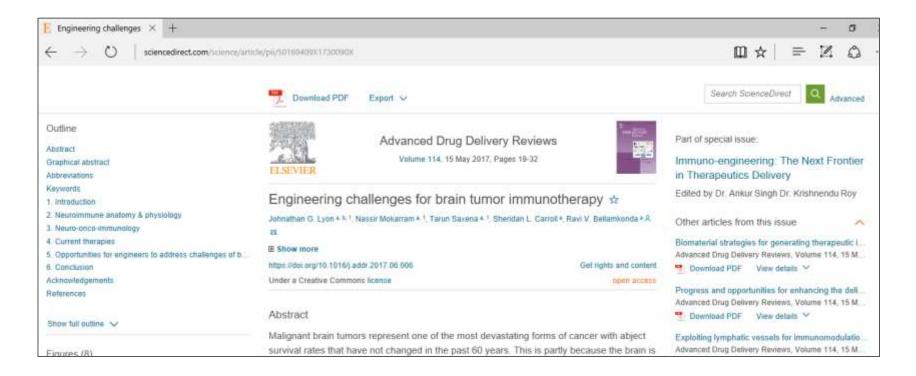
Key Outcomes for Librarians

- Substantiate business case for investment in Reference budget (via usage views)
- 2. Decrease resource spent on user outreach re: Reference solutions
- 3. Drive acquisitions business case with behavioral-usage-data-driven support of Reference solutions

Increased Discoverability



The Researcher Journey: Understanding Journal Content to Move Research Forward



Article: Engineering challenges for brain tumor immunotherapy

Journal: Advanced Drug Delivery Reviews, Volume 114

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Unfamiliar term often results in Wikipedia search



Advanced Drug Delivery Reviews

Volume 114, 15 May 2017, Pages 19-32



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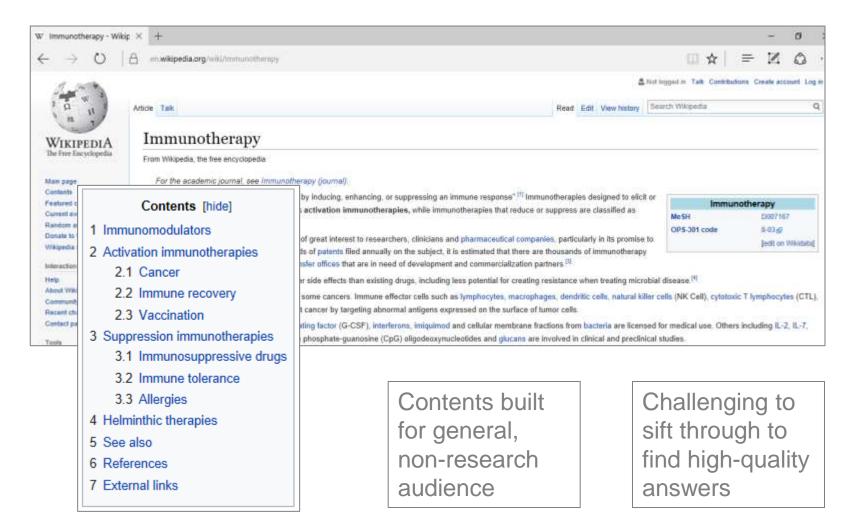
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Topic Pages: Linking to High-Quality Book Content on ScienceDirect



brain.

Advanced Drug Delivery Reviews

Volume 114, 15 May 2017, Pages 19-32



Engineering challenges for brain tumor immunotherapy &

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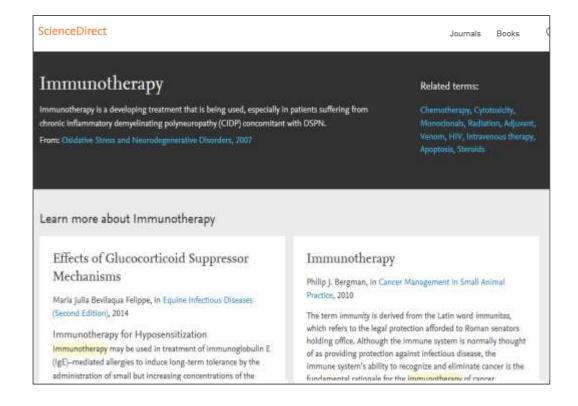
and/or implanted Carmustine wafer) [3]. Surgical resection, however, is not always possible due to the location of the tumor corresponding to sensitive or inoperable regions of the brain [4,5]. Further, recurrence after surgery is common, as many brain tumors have invasion fronts that penetrate into healthy tissue beyond the primary tumor core, making it often impossible to remove all malignant cells [6]. Systemic chemotherapy is also less efficacious in the treatment of brain tumors, as the ability for these drugs to efficiently reach some brain tumor tissues is hindered by the transport-restrictive properties of the blood-brain barrier (BBB), adaptive resistance to the drug, exacerbation of side effects due to increased effective dose requirements and sensitivity of neural tissue, and an inability to

All link out to Topic Pages

Value of Books: Content Built to Support Understanding within the Research Workflow

Definition from Reference content

Context from Reference content



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