



ELSEVIER

# Uncovering Elsevier eBooks treasures: How eBooks can accelerate research and teaching in key areas

Empowering Knowledge

Presented By Pavel Milasevic  
Date March 2017

# Tree of Knowledge



# Knowledge - Heritage and Future of Mankind





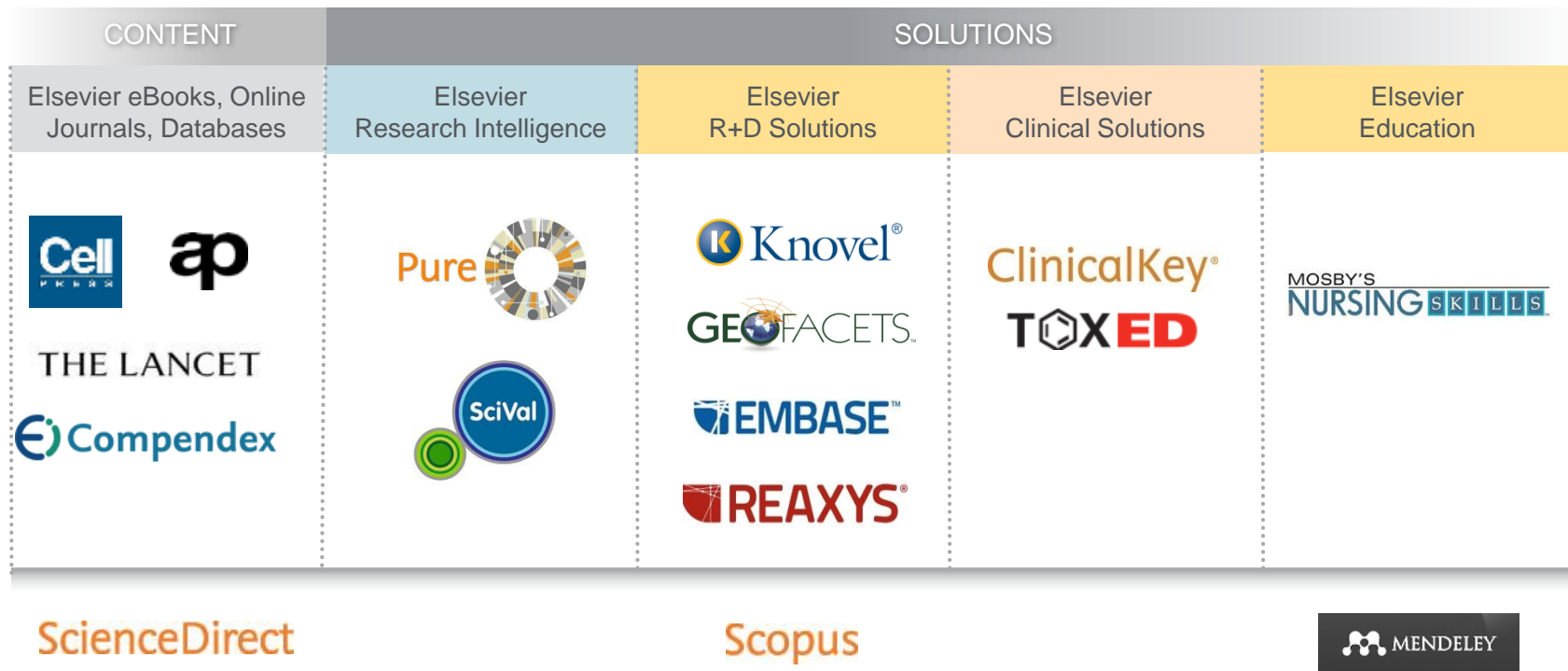
1. Our Knowledge Network and why ScienceDirect eBooks are unique
2. ScienceDirect it and find the right answer at the right time
3. Our business models and your freedom of choice
4. Let's take a look at your situation, usage and turnaways



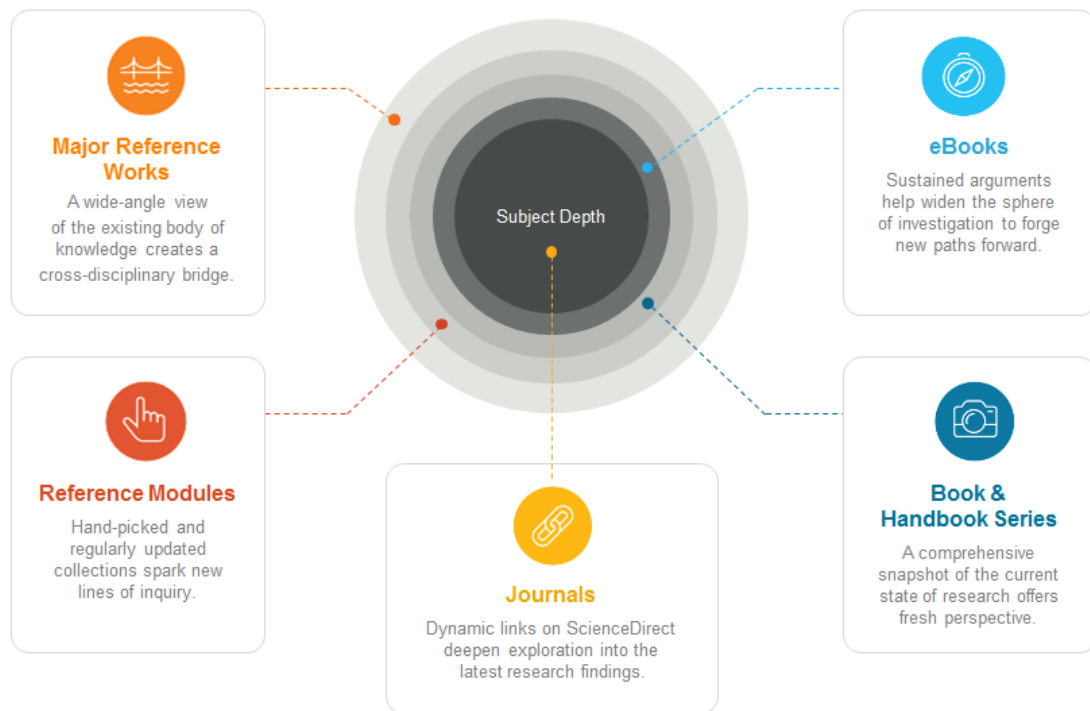
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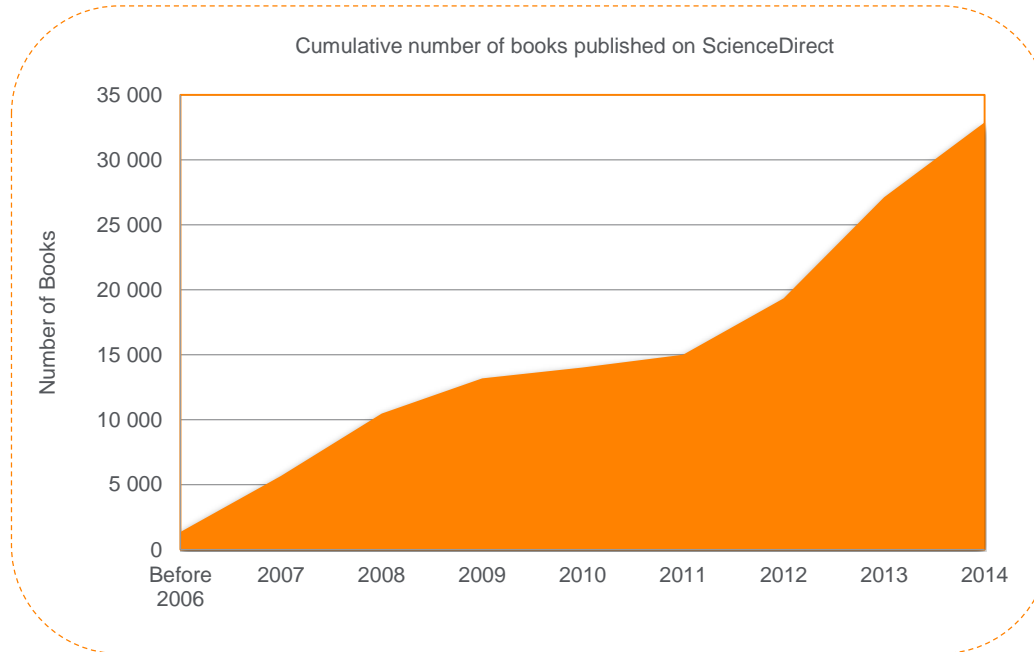
# A Knowledge Network to empower you



# Elsevier and the rise of eBooks

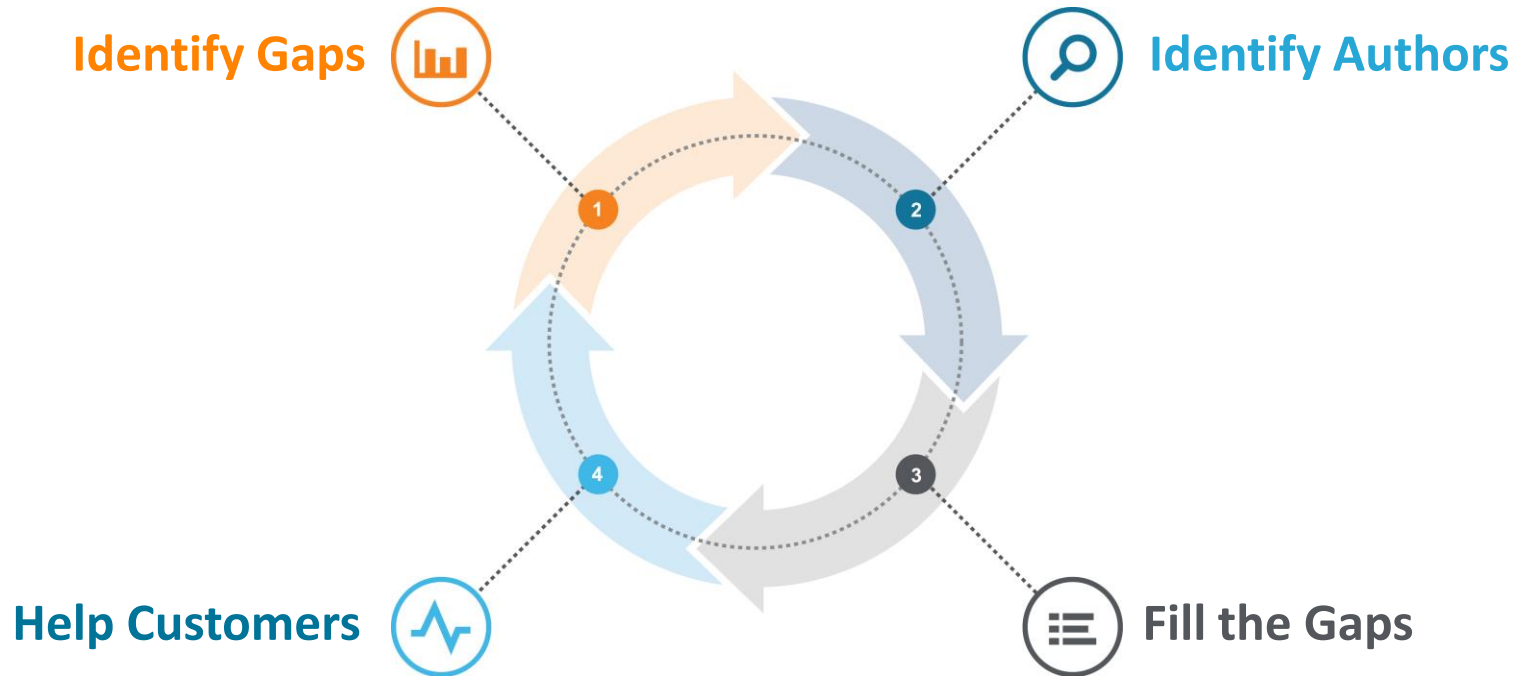


# Using our unique tools and position





# This is how we do it



# We don't leave anything to chance

Benchmarks help to improve our service

PROSE Awards*			
	Elsevier	A	B
2013	6	0	3
2014	9	0	7
2015	<b>8</b>	0	7

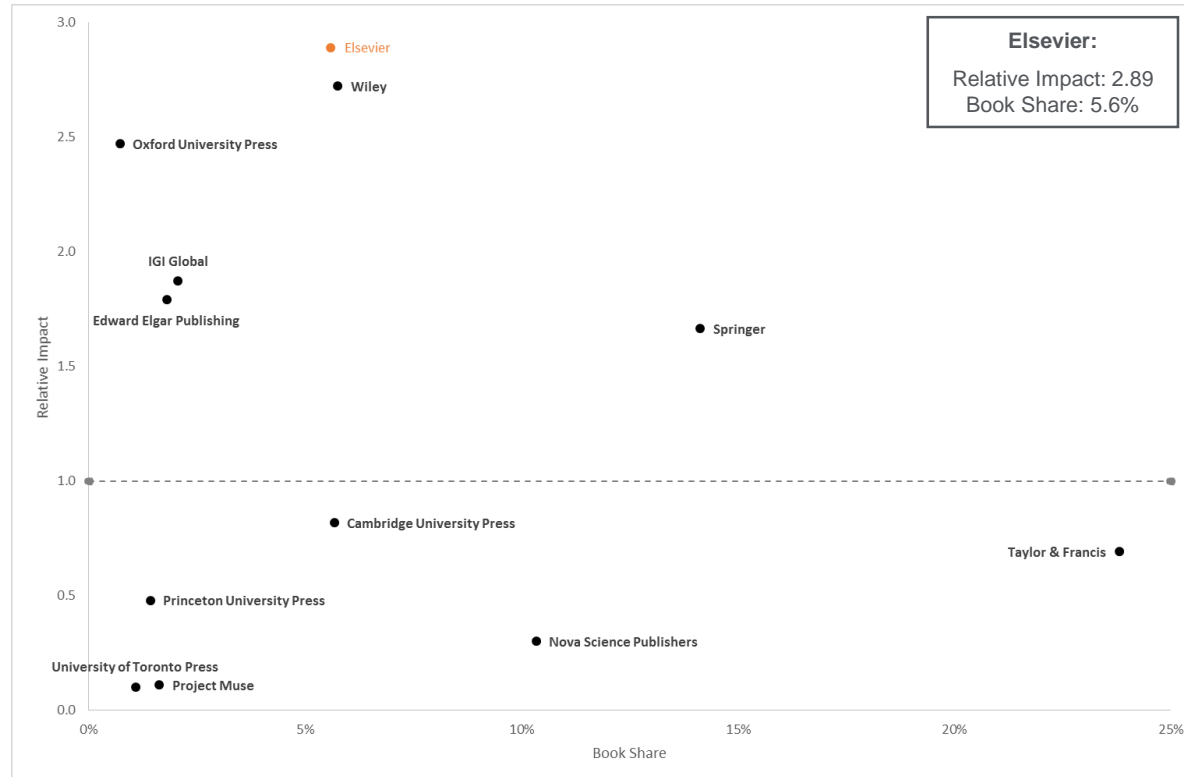
\* Comparison of awards won in categories in which all companies publish book content

	Elsevier	Publisher A
Mean h-index 2010*	13.0	9
Mean h-index as of October 2013**	15.6	10.2



Publisher	Average Citations per Book	Relative Impact	Top citation count of highest cited book
<b>Total</b>	<b>1.52</b>	<b>1.00</b>	<b>152</b>
Taylor & Francis	1.06	0.69	74
Springer	2.54	1.66	76
Nova Science Publishers	0.46	0.30	19
Wiley	4.15	2.72	100
Cambridge University Press	1.25	0.82	152
<b>Elsevier</b>	<b>4.41</b>	<b>2.89</b>	<b>147</b>
IGI Global	2.86	1.87	30
Edward Elgar Publishing	2.73	1.79	38
Project Muse	0.17	0.11	8
Princeton University Press	0.73	0.48	15
University of Toronto Press	0.16	0.10	7

# Facts say more than 1000 words



Source: Elsevier Scopus data 2015



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# ScienceDirect it and experience freedom..

- Improvements to mobile reading experience through **responsive design**
- **Interactive features and functionality** on the book chapter page – e.g. virtual microscope
- **Improved integration between books and journals**
- Integration with Mendeley **enabling seamless export** of all or selected chapter citations and PDFs



All content on  
ScienceDirect is **DRM**  
**Free**

# ..it has been created to make the user's day



Help me discover  
the relevant  
information



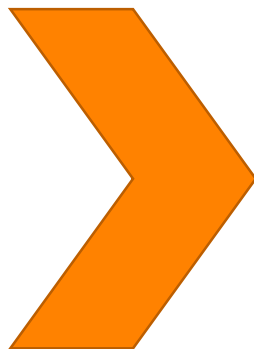
Give me access to  
the detail



Keep me informed of the  
latest developments and  
news



Make the process  
quick and easy



## 1: Reading research (content)

PDF, ePub Download & Share  
HTML article rendering

**DRM free**

## 2: Keeping up-to-date with your field (platform)

Content browse

**Alerts**

Your own profile

## 3: Searching scientific literature online (platform)

Quick search

Advanced search

Expert search

**Recommendations**

## 4: Obtaining in-depth knowledge on a subject

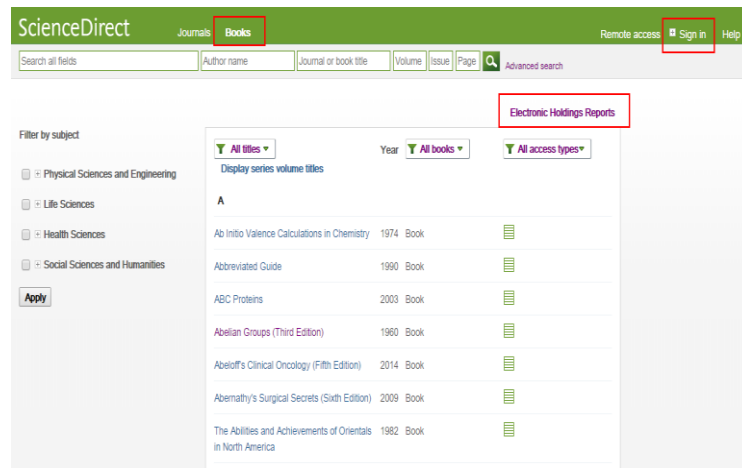
**Books**

Reference Modules

# Librarians can count on our support

## Features and services for libraries

- Admin Tool
- Free MARC records for books via OCLC WorldShare (automated data sharing)
- KBART collections reports
- Holdings reports
- COUNTER-compliant usage reports
- Library Connect and Online Books Connect newsletters
- Support team available via telephone and email



The screenshot displays the ScienceDirect Books interface. At the top, the ScienceDirect logo is on the left, and navigation links for Journals, Books, Remote access, Sign in, and Help are on the right. Below the logo is a search bar with the text "Search all fields" and a magnifying glass icon. To the right of the search bar are tabs for "Author name", "Journal or book title", "Volume", "Issue", and "Page", followed by an "Advanced search" link. On the left side, there is a "Filter by subject" section with a list of categories: Physical Sciences and Engineering, Life Sciences, Health Sciences, and Social Sciences and Humanities. Below this list is an "Apply" button. On the right side, there is a "Electronic Holdings Reports" button. Below the filters, there are three dropdown menus: "All titles", "Year", and "All books". Below these are three more dropdown menus: "All titles", "Year", and "All access types". Below the filters, there is a "Display series volume titles" section. Below this, there is a table of books with the following columns: Title, Year, and Book. The table contains the following rows:

Title	Year	Book
Ab Initio Valence Calculations in Chemistry	1974	Book
Abbreviated Guide	1990	Book
ABC Proteins	2003	Book
Abelian Groups (Third Edition)	1960	Book
Abeloff's Clinical Oncology (Fifth Edition)	2014	Book
Abernathy's Surgical Secrets (Sixth Edition)	2009	Book
The Abilities and Achievements of Orientals in North America	1982	Book

# All roads lead to ScienceDirect

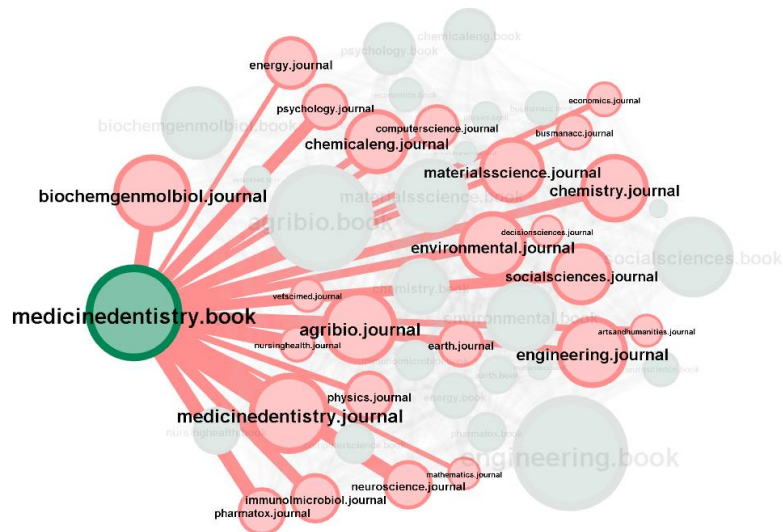
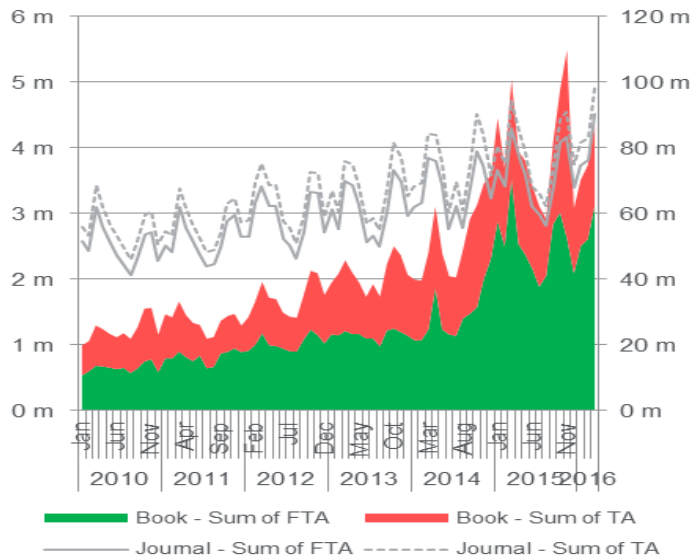




# Experience stunning co-usage possibilities

# How does co-usage on ScienceDirect work?

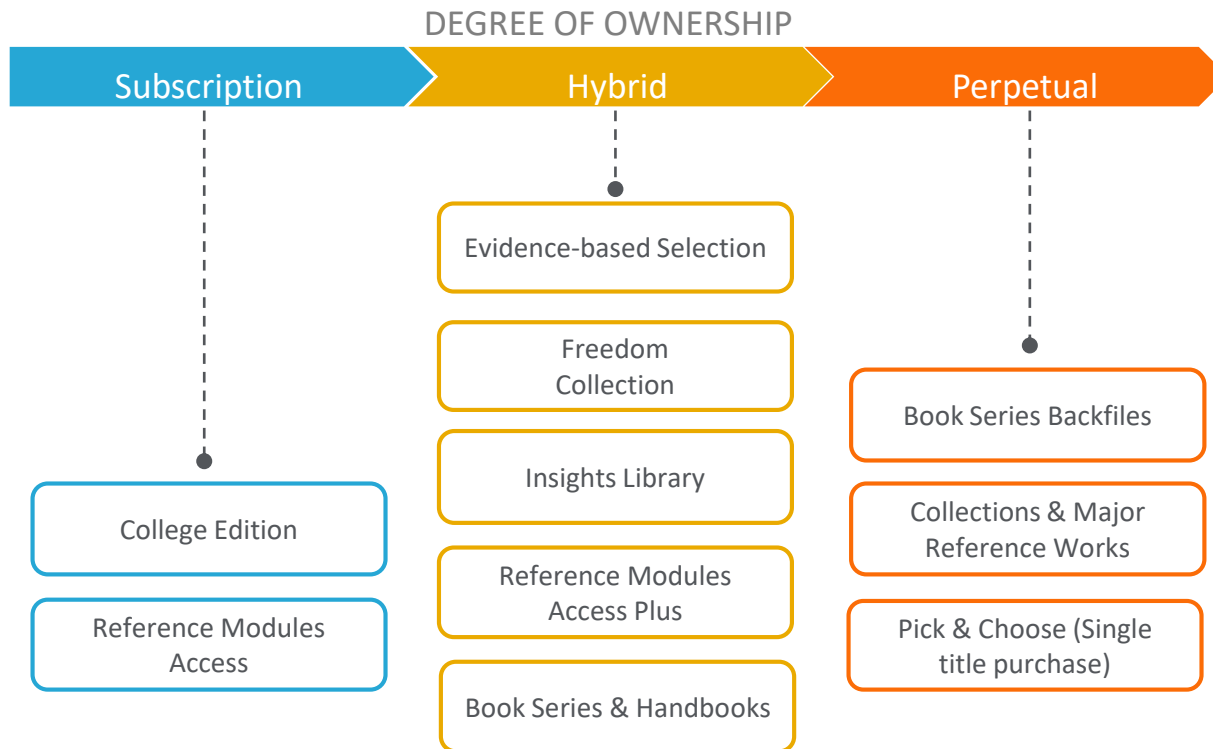
The stacked trend line of usage and demand for books vs. journals





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# Freedom of choice



# Evidence Based Selection (EBS)

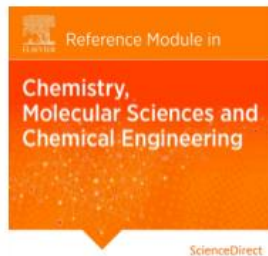


Select collections and gain full access to them for 12 months, for a highly discounted, up-front fee

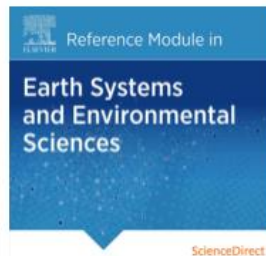
Review (co)usage reports and analyses throughout the year

Pick and choose those titles you want to retain at the end of the period, using the full value of your paid up-front fee

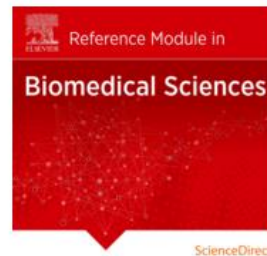
# Reference Modules



Chemistry, Molecular  
Sciences and Chemical  
Engineering



Earth Systems and  
Environmental Sciences



Biomedical Sciences



Food Science



Material Science and  
Materials Engineering



Life Sciences

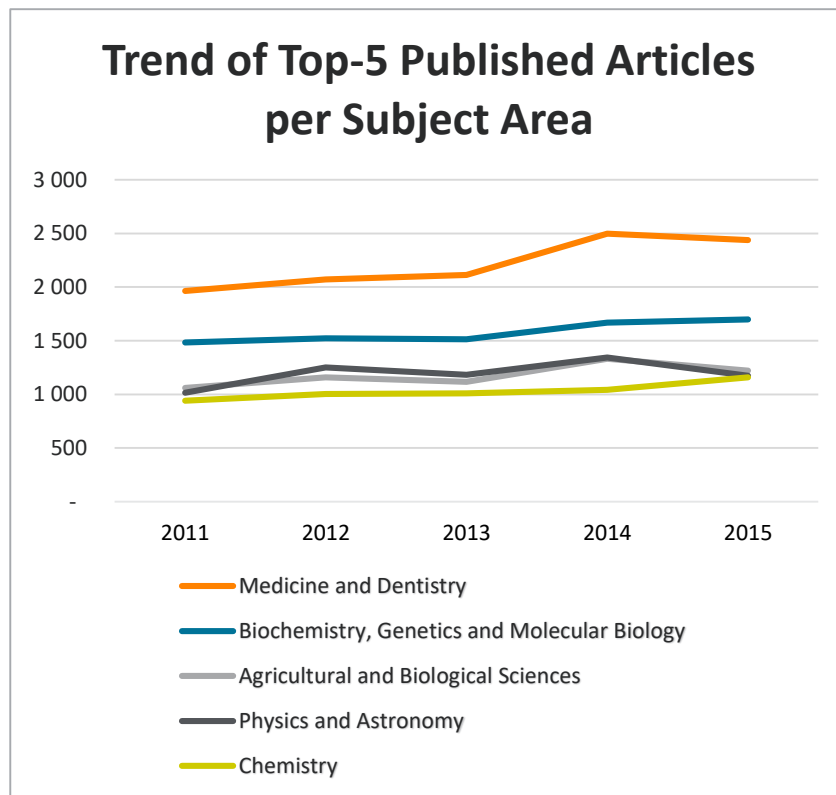
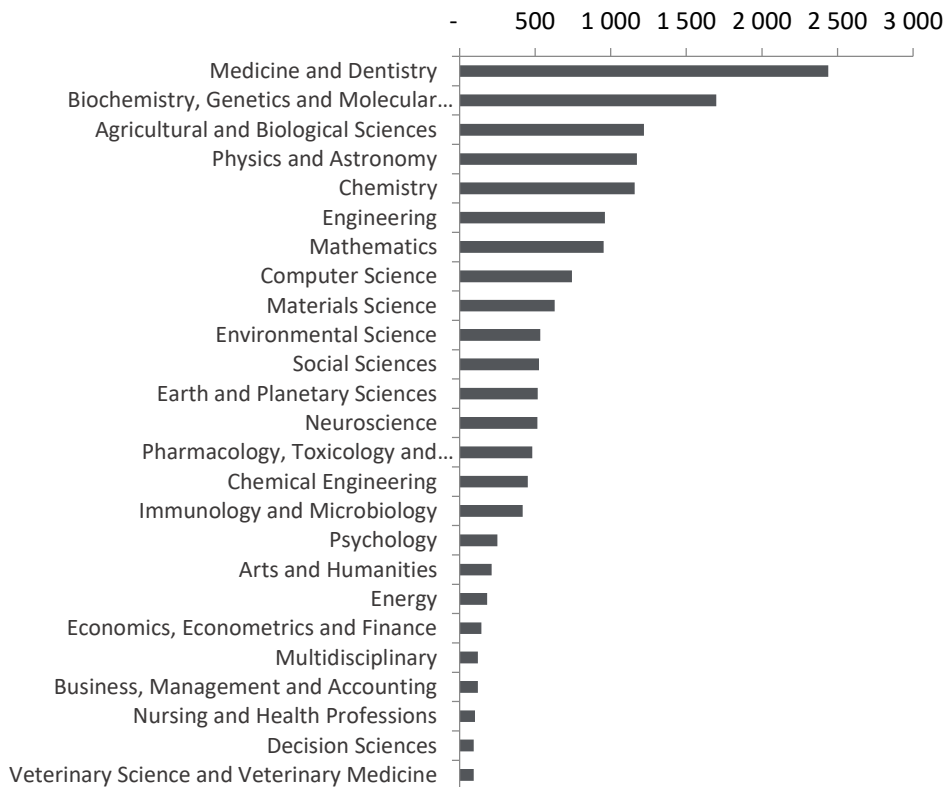


Neuroscience and  
Biobehavioral  
Psychology



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# Your published articles in 2015

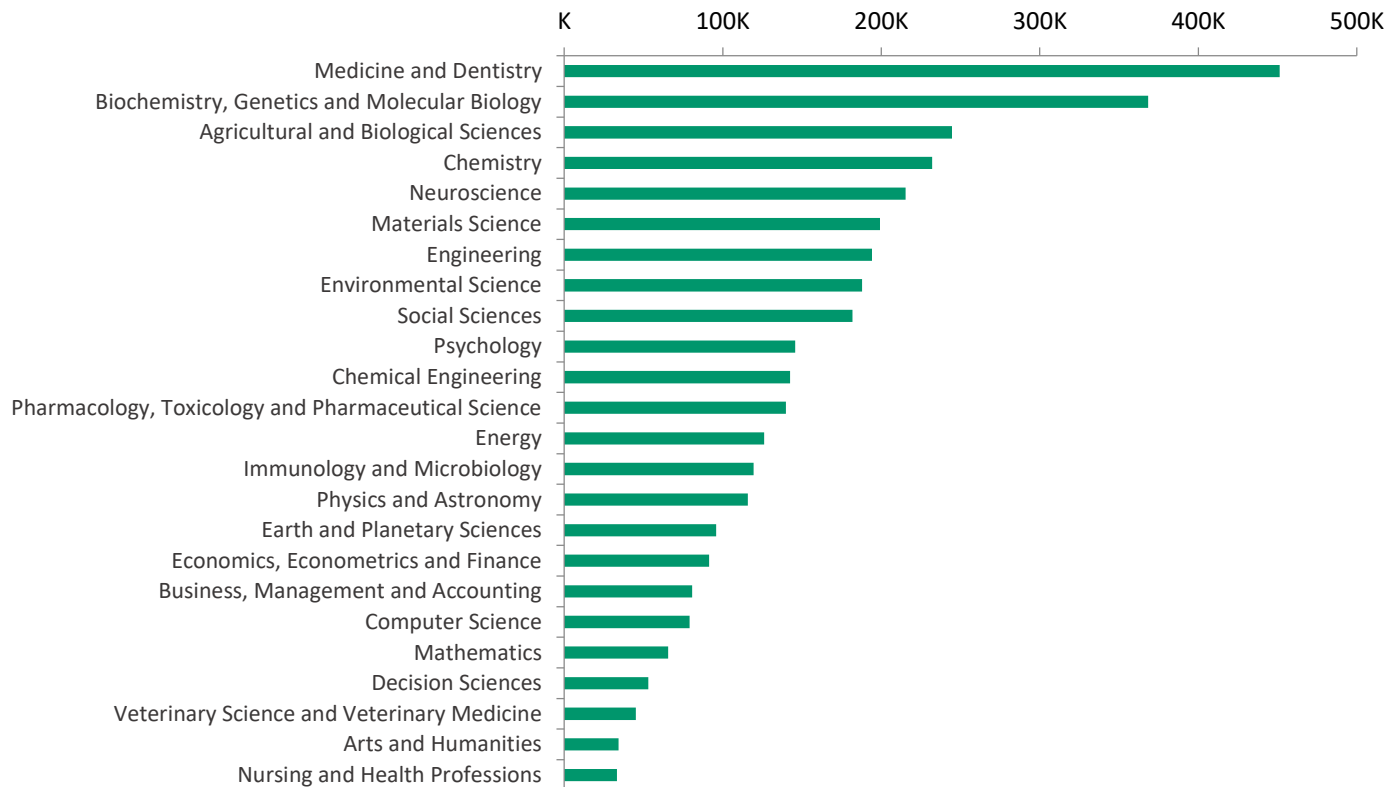




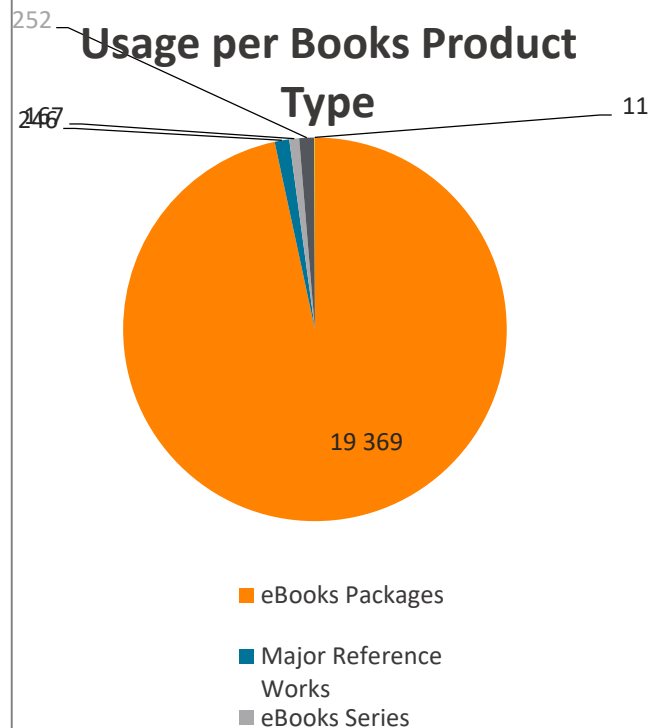
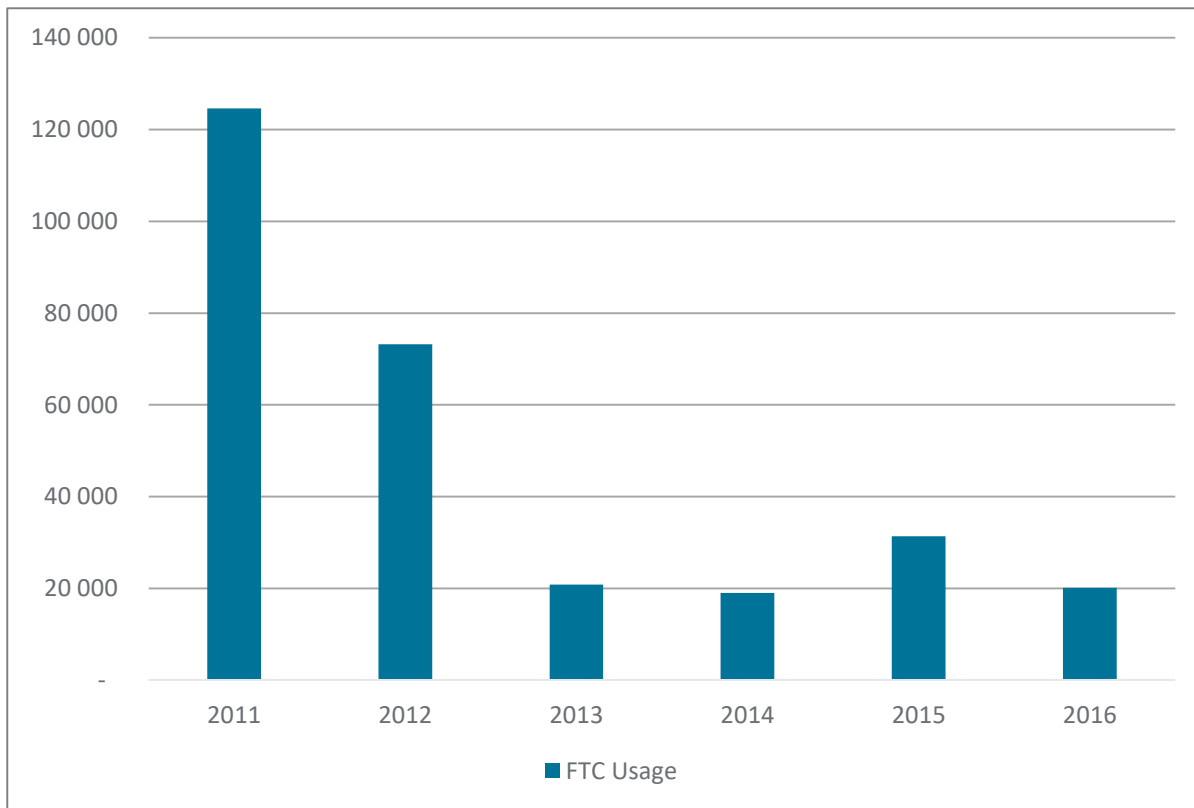
# Trends of your research strategy

Publications (# Published Articles MAS Scopus)										
Rank	Subject	2011	2012	2013	2014	2015	Total (5 Yrs)	%	5 Yrs CAGR	Avg. Annual Growth (in Articles)
1	Multidisciplinary	46	88	68	95	121	418	1%	27.4%	19
2	Psychology	154	203	257	218	250	1,082	1%	12.9%	24
3	Energy	117	114	155	212	183	781	1%	11.8%	17
4	Economics, Econometrics and Finance	100	106	105	163	145	619	1%	9.7%	11
5	Business, Management and Accounting	85	91	93	125	120	514	1%	9.0%	9
6	Neuroscience	366	425	415	524	514	2,244	3%	8.9%	37
7	Immunology and Microbiology	304	322	351	443	417	1,837	2%	8.2%	28
8	Environmental Science	419	497	472	617	534	2,539	3%	6.3%	29
9	Chemical Engineering	356	360	356	413	450	1,935	3%	6.0%	24
10	Medicine and Dentistry	1,965	2,070	2,112	2,497	2,439	11,083	15%	5.6%	119
11	Chemistry	940	1,003	1,009	1,041	1,158	5,151	7%	5.4%	55
12	Social Sciences	434	533	482	463	525	2,437	3%	4.9%	23
13	Materials Science	532	616	681	723	629	3,181	4%	4.3%	24
14	Pharmacology, Toxicology and Pharmaceutical Science	412	348	444	405	481	2,090	3%	3.9%	17
15	Physics and Astronomy	1,015	1,252	1,183	1,344	1,172	5,966	8%	3.7%	39
16	Agricultural and Biological Sciences	1,060	1,157	1,116	1,331	1,220	5,884	8%	3.6%	40
17	Biochemistry, Genetics and Molecular Biology	1,482	1,521	1,514	1,667	1,699	7,883	10%	3.5%	54
18	Arts and Humanities	194	218	223	228	212	1,075	1%	2.2%	5
19	Mathematics	876	948	999	1,049	952	4,824	6%	2.1%	19
20	Earth and Planetary Sciences	477	549	476	547	517	2,566	3%	2.0%	10
21	Decision Sciences	87	71	75	82	94	409	1%	2.0%	2
22	Engineering	943	937	993	1,166	962	5,001	7%	0.5%	5
23	Nursing and Health Professions	113	94	125	165	101	598	1%	-2.8%	-3
24	Veterinary Science and Veterinary Medicine	111	99	123	121	93	547	1%	-4.3%	-5
25	Computer Science	940	934	1,024	1,071	743	4,712	6%	-5.7%	-49

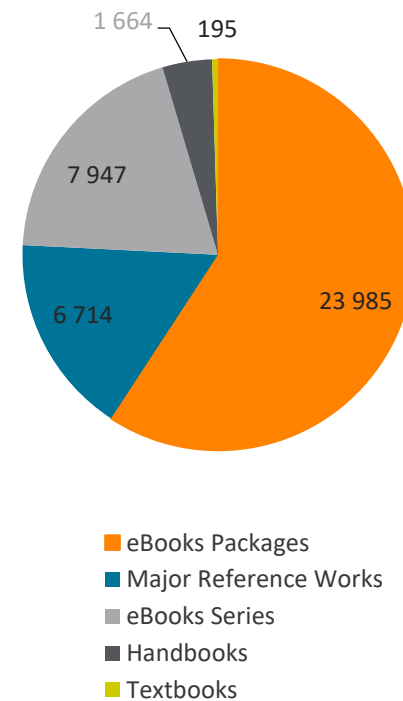
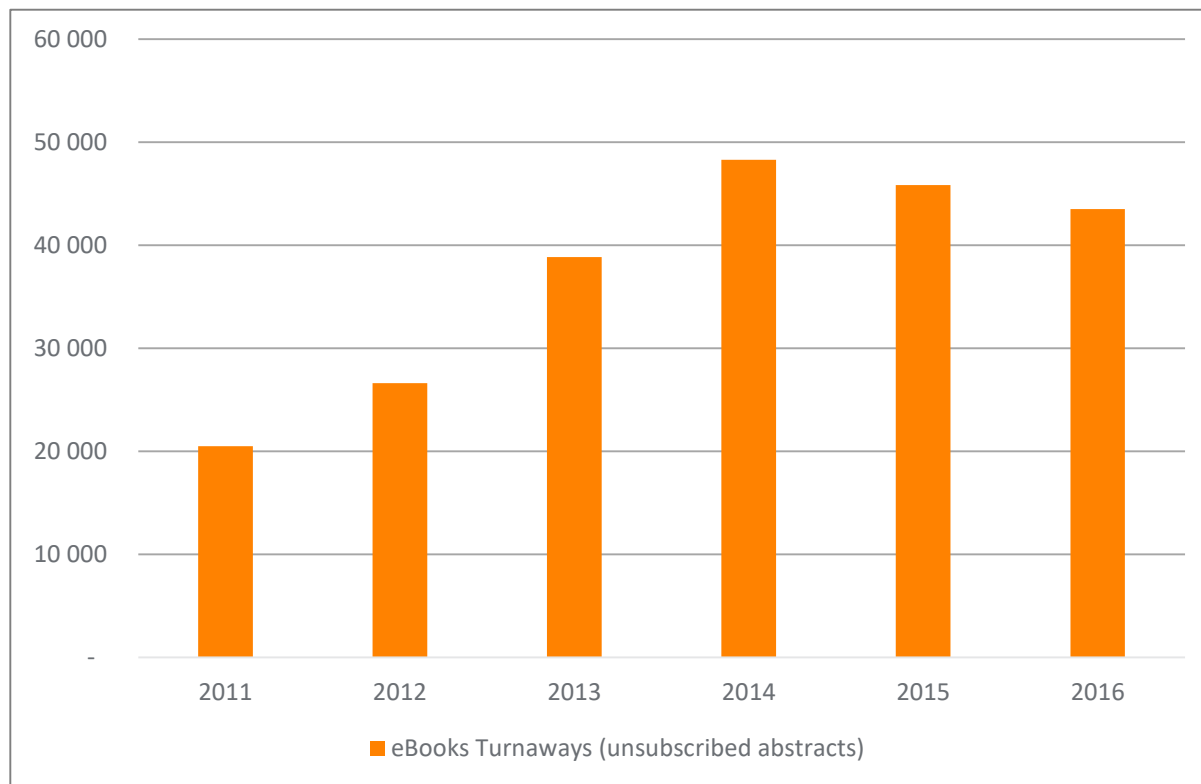
# Your Journal usage in 2016



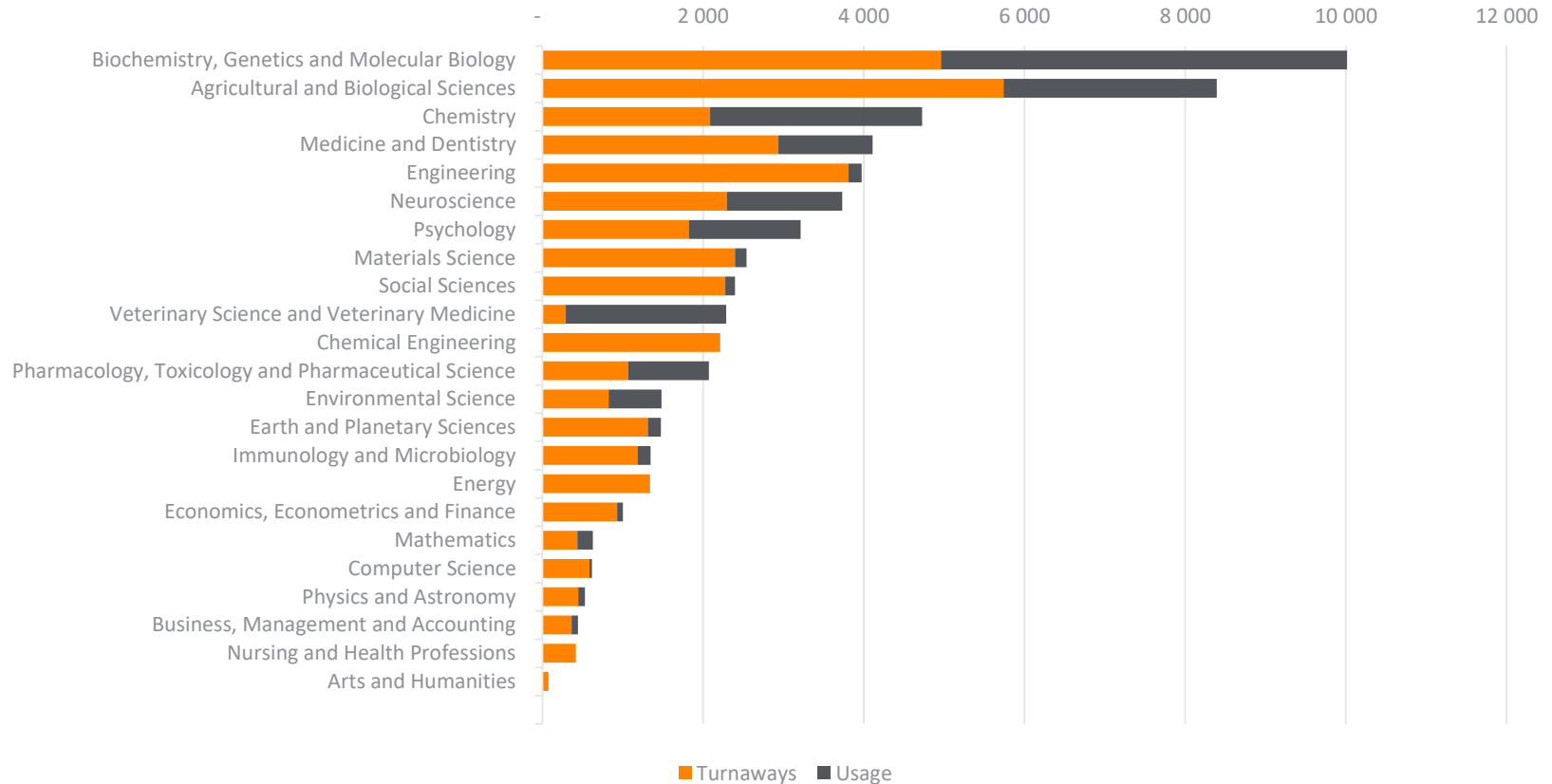
# Trends of your eBook usage until 2016



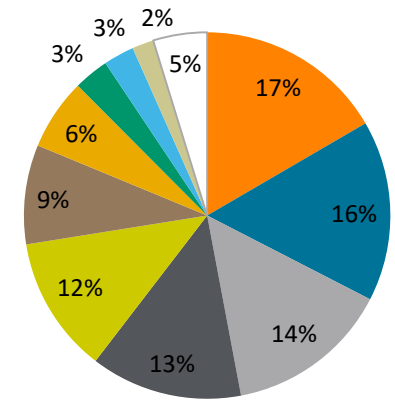
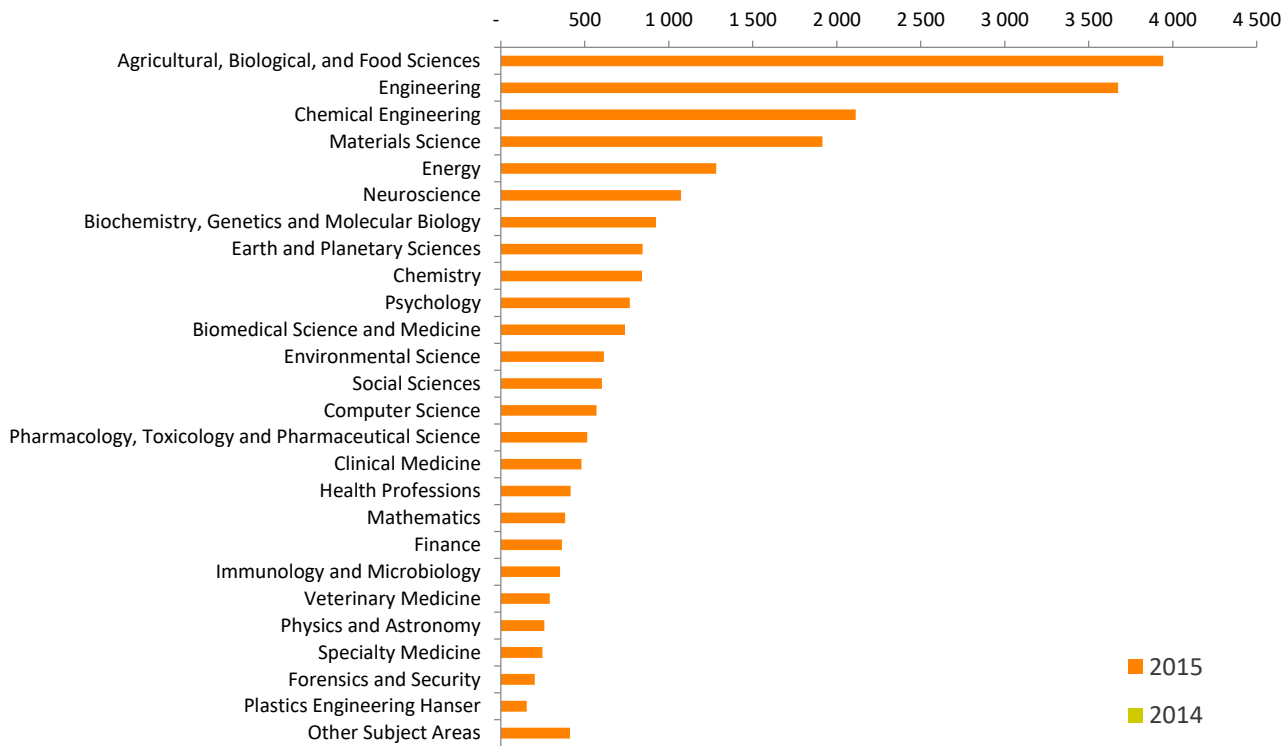
# Trend of eBook turnaways until 2016



# Usage and Turnaways 2016 per Subject



# Turnaways per Subject Area 2016 (collections)



# Top 15 MRW Turnaways 2016

Rank	Major Reference Work Title	ISBN	Subject Area	Turnaways	% of Total
1	International Encyclopedia of Social and Behavioral Sciences (Second Edition)	9780080970875	Social Sciences	1,192	18%
2	Encyclopedia of Food and Health	9780123849533	Medicine and Dentistry	705	11%
3	Encyclopedia of Mental Health (Second Edition)	9780123977533	Psychology	275	4%
4	Encyclopedia of Food Grains (Second Edition)	9780123947864	Agricultural and Biological Sciences	150	2%
5	International Encyclopedia of the Social & Behavioral Sciences	9780080430768	Social Sciences	134	2%
6	Treatise on Geomorphology	9780080885223	Earth and Planetary Sciences	126	2%
7	Encyclopedia of Food Microbiology (Second Edition)	9780123847331	Agricultural and Biological Sciences	114	2%
8	Encyclopedia of Food Safety	9780123786135	Agricultural and Biological Sciences	109	2%
9	Meyler's Side Effects of Drugs (Sixteenth Edition)	9780444537164	Pharmacology, Toxicology and Pharmaceutical Science	108	2%
10	Encyclopedia of Food Sciences and Nutrition (Second Edition)	9780122270550	Agricultural and Biological Sciences	107	2%
11	Encyclopedia of Toxicology (Third Edition)	9780123864550	Pharmacology, Toxicology and Pharmaceutical Science	102	2%
12	International Encyclopedia of Public Health (Second Edition)	9780128037089	Medicine and Dentistry	91	1%
13	Treatise on Geochemistry (Second Edition)	9780080983004	Earth and Planetary Sciences	90	1%
14	Comprehensive Materials Processing	9780080965338	Materials Science	88	1%
15	Encyclopedia of Neuroscience	9780080450469	Neuroscience	85	1%
16	Other Major Reference Works	n.a.	n.a.	3,238	48%

# Top 15 Book Series Turnaways 2016

Rank	Book Series Title	ISSN	Subject Area	Turnaways	% of Total
1	Methods in Enzymology	0076-6879	Biochemistry, Genetics and Molecular Biology	1,899	24%
2	Progress in Brain Research	0079-6123	Neuroscience	583	7%
3	Methods in Cell Biology	0091-679X	Biochemistry, Genetics and Molecular Biology	407	5%
4	Advances in Agronomy	0065-2113	Agricultural and Biological Sciences	352	4%
5	International Review of Cell and Molecular Biology	1937-6448	Biochemistry, Genetics and Molecular Biology	326	4%
6	Vitamins & Hormones	0083-6729	Biochemistry, Genetics and Molecular Biology	325	4%
7	International Review of Neurobiology	0074-7742	Neuroscience	301	4%
8	Advances in Experimental Social Psychology	0065-2601	Psychology	246	3%
9	Advances in Applied Microbiology	0065-2164	Immunology and Microbiology	233	3%
10	Current Topics in Developmental Biology	0070-2153	Biochemistry, Genetics and Molecular Biology	203	3%
11	Advances in Genetics	0065-2660	Biochemistry, Genetics and Molecular Biology	202	3%
12	Advances in Virus Research	0065-3527	Immunology and Microbiology	178	2%
13	Advances in Cancer Research	0065-230X	Biochemistry, Genetics and Molecular Biology	174	2%
14	Advances in Clinical Chemistry	0065-2423	Biochemistry, Genetics and Molecular Biology	166	2%
15	Advances in Ecological Research	0065-2504	Agricultural and Biological Sciences	160	2%
16	Other Book Series	n.a.	n.a.	2,192	28%



# Top 15 Handbook Turnaways 2016

Rank	Handbooks Titles	ISSN	Subject Area	Turnaways	% of Total
1	Handbook of Clinical Neurology	0072-9752	Neuroscience	537	32%
2	Comprehensive Analytical Chemistry	0166-526X	Chemistry	170	10%
3	Handbook of Labor Economics	1573-4463	Economics, Econometrics and Finance	115	7%
4	Handbook of Agricultural Economics	1574-0072	Economics, Econometrics and Finance	73	4%
5	Handbook of Economic Growth	1574-0684	Economics, Econometrics and Finance	65	4%
6	Handbook of Regional and Urban Economics	1574-0080	Economics, Econometrics and Finance	55	3%
7	Handbook of Macroeconomics	1574-0048	Economics, Econometrics and Finance	55	3%
8	Handbook of Health Economics	1574-0064	Economics, Econometrics and Finance	46	3%
9	Handbook of Industrial Organization	1573-448X	Economics, Econometrics and Finance	40	2%
10	Handbook on the Physics and Chemistry of Rare Earths	0168-1273	Earth and Planetary Sciences	38	2%
11	Handbook of Econometrics	1573-4412	Economics, Econometrics and Finance	37	2%
12	Handbook of Statistics	0169-7161	Mathematics	35	2%
13	Handbook of Development Economics	1573-4471	Economics, Econometrics and Finance	35	2%
14	Handbook of the Economics of Finance	1574-0102	Economics, Econometrics and Finance	34	2%
15	Handbook of the Economics of Innovation	2210-8807	Economics, Econometrics and Finance	34	2%
16	Other Handbooks	n.a.	n.a.	295	18%



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# Thank you

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