



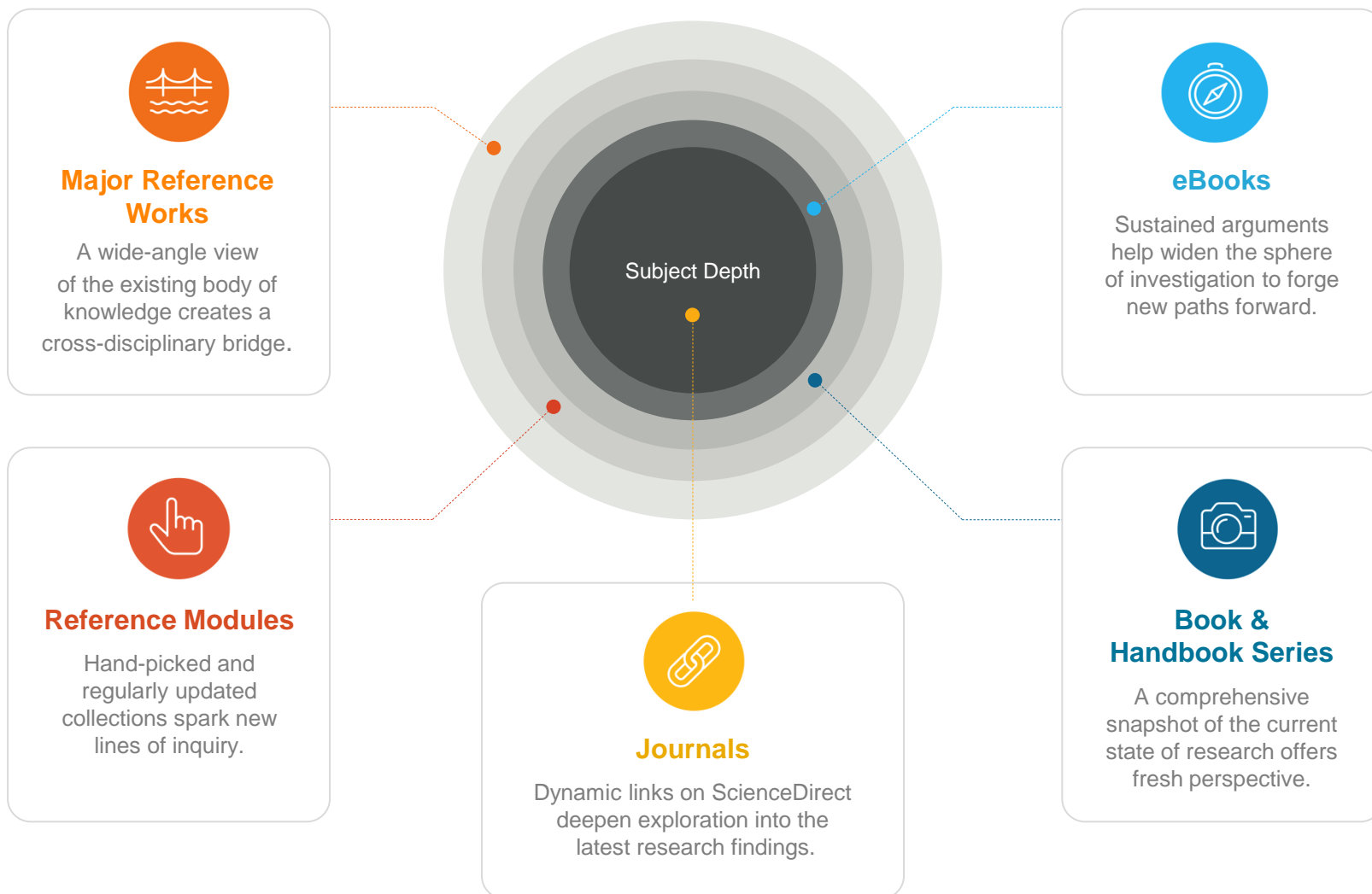
ELSEVIER

Knowledge to fill the gaps

Presented By Pavel Milasevic

Date 14/09/2017

An advantageous mix of content



Major Reference Works

A wide-angle view of the existing body of knowledge creates a cross-disciplinary bridge.



eBooks

Sustained arguments help widen the sphere of investigation to forge new paths forward.



Reference Modules

Hand-picked and regularly updated collections spark new lines of inquiry.



Journals

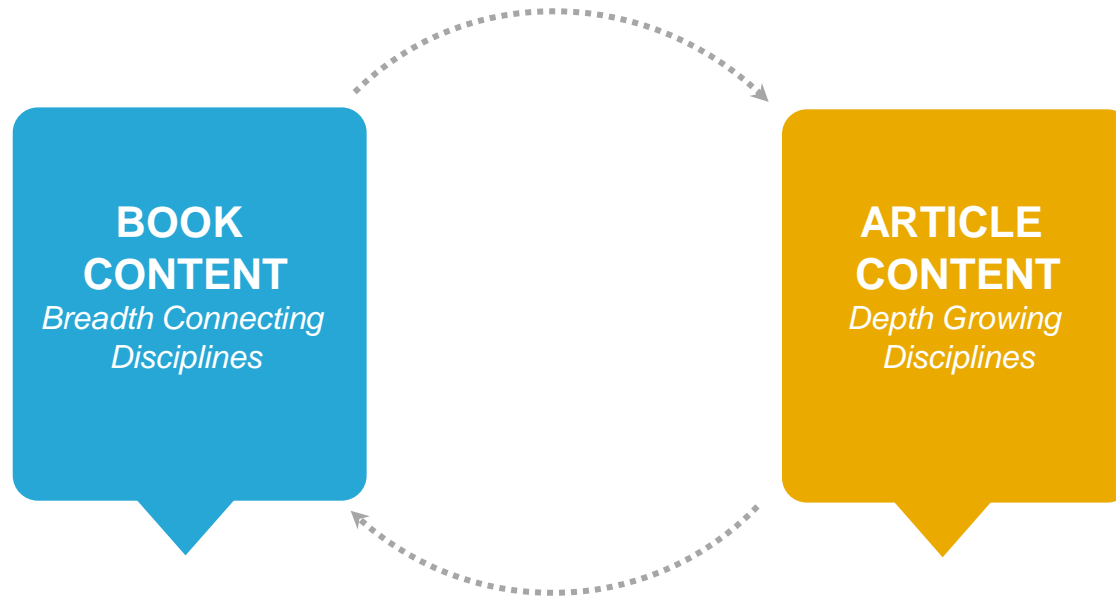
Dynamic links on ScienceDirect deepen exploration into the latest research findings.



Book & Handbook Series

A comprehensive snapshot of the current state of research offers fresh perspective.

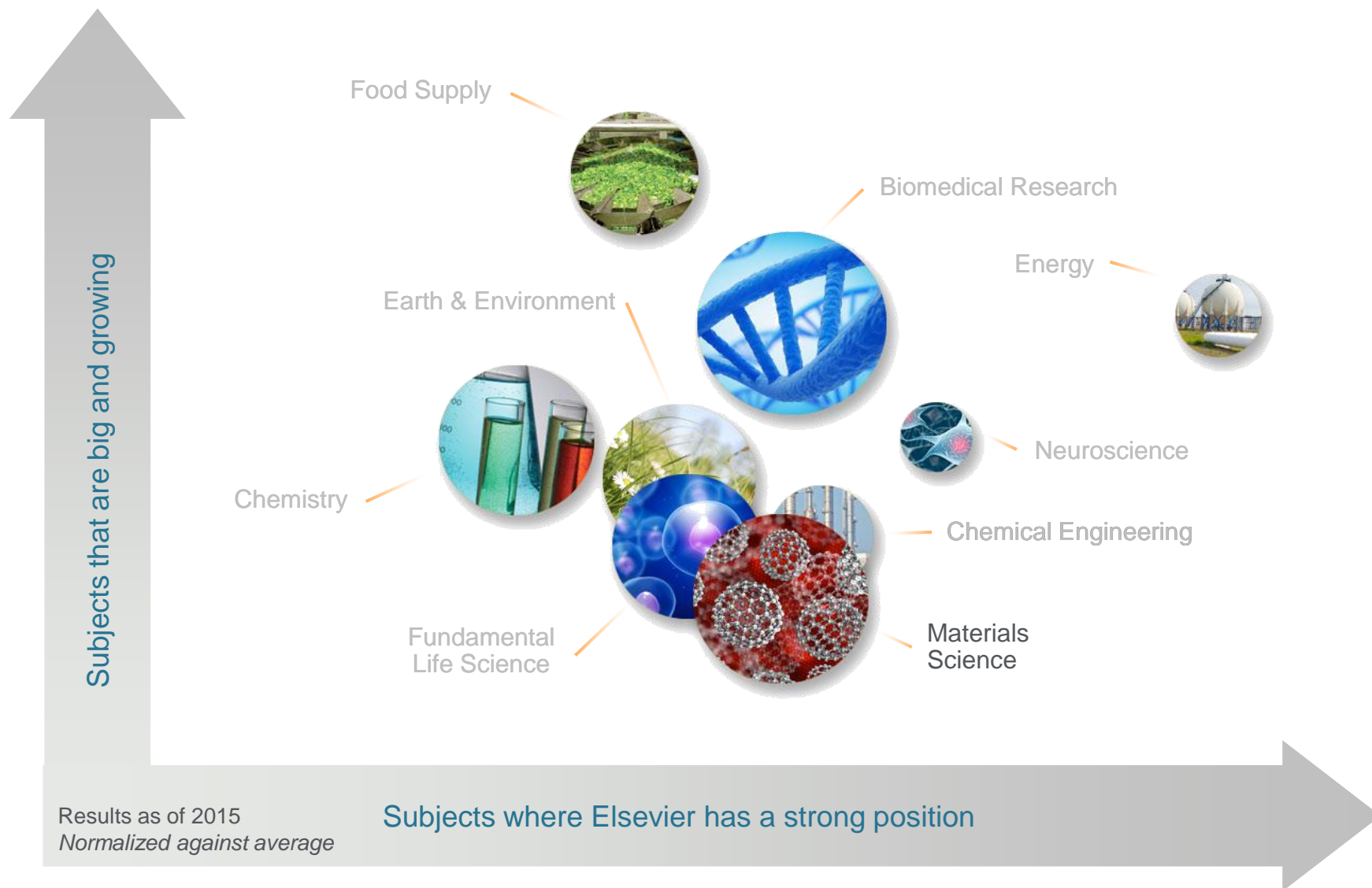
Books and journal articles are fundamentally interlinked



- Comprehensive
- Learning tool
- Wide angle / state of science
- Expanding to new areas of research

- Narrow focus
- Extreme depth
- Latest research / new results
- Applying techniques

Monitor the trends and flows of research



Identifying the content gaps



Scopus & SciVal

- 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



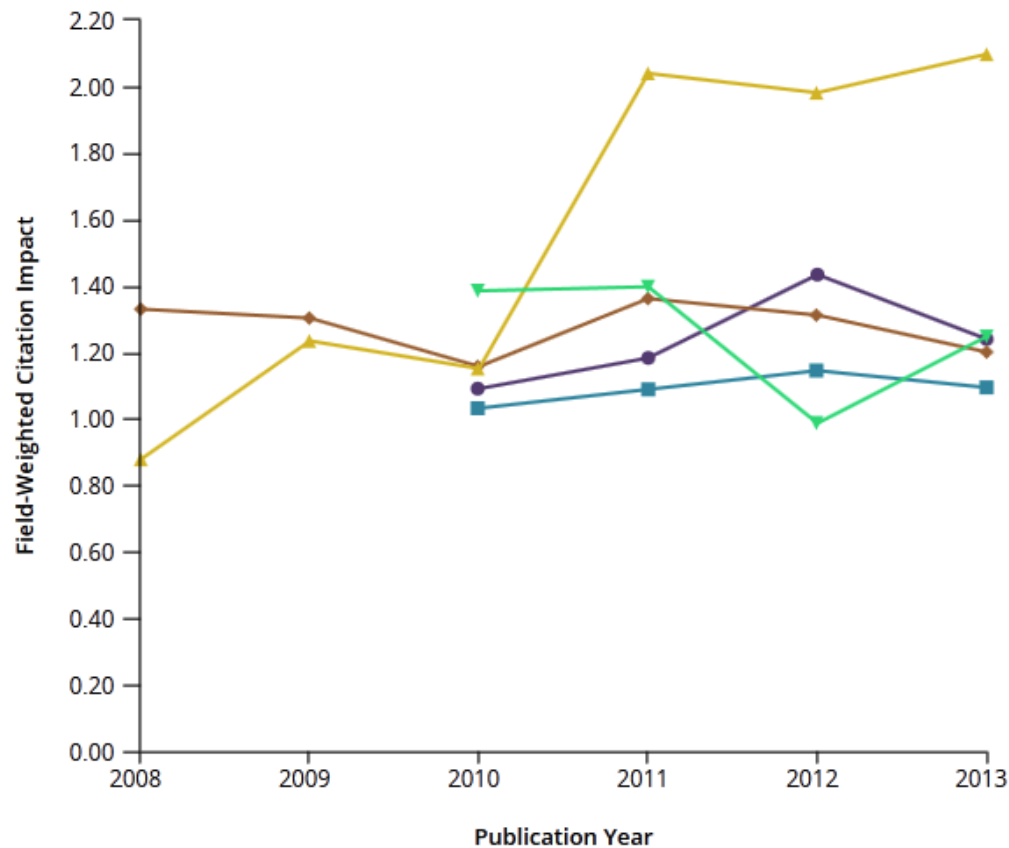
Results

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

Review scholarly output over time

Field-Weighted Citation Impact 

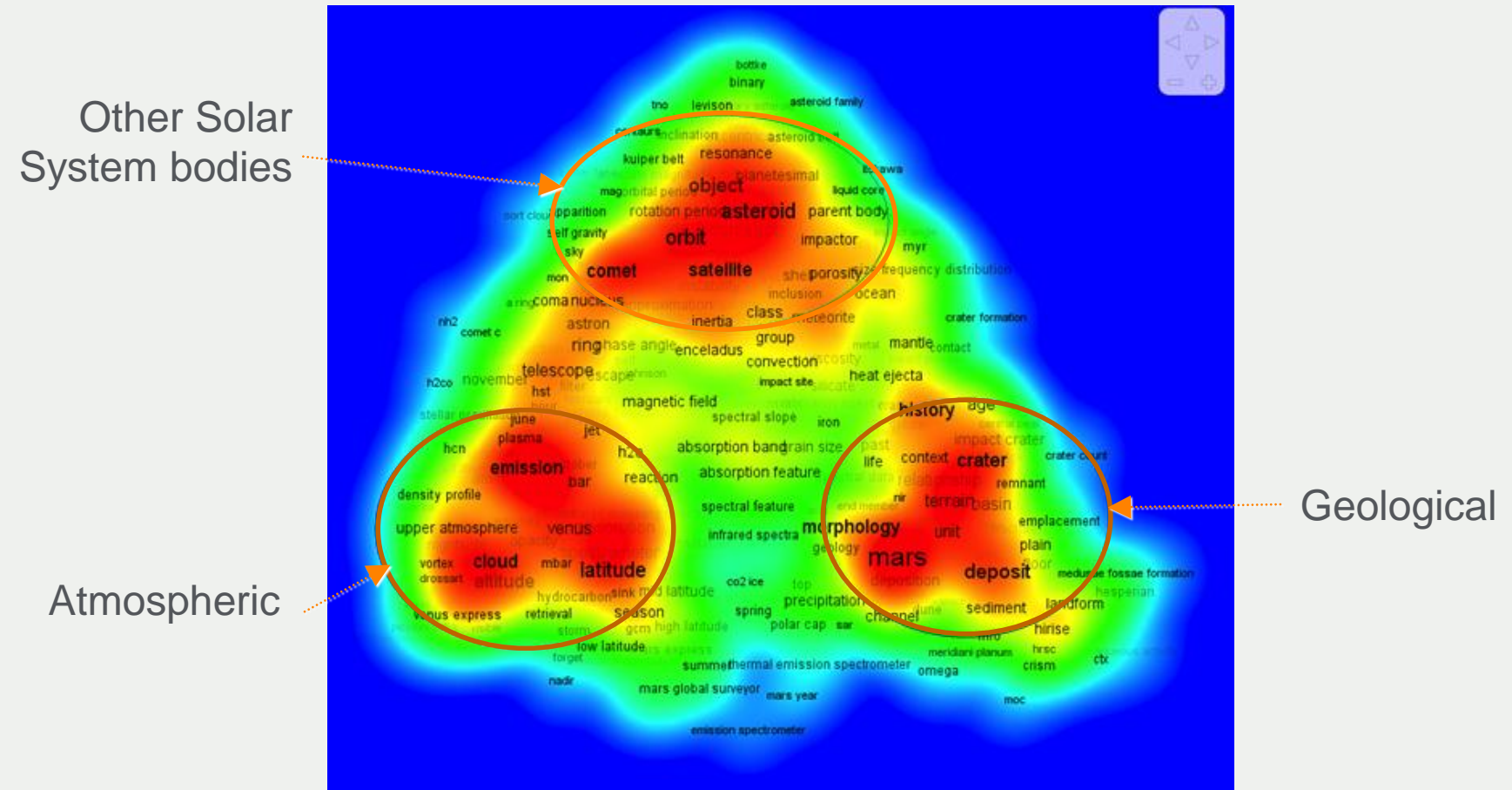
Publication Year



Research Areas

-  Mars
-  My Research Area - 21 October 2014 8
-  Space Plasma
-  Space and Planetary
-  kappa distributions

Evaluate search terms most cited in journals abstracts



Connect with the top potential authors

TITLE-ABS-KEY (mars) [Edit](#) [Set alert](#) [Set feed](#)

32,262 document results [Primary documents](#) | [View 426 patent results](#) | [Search your library](#) | [Analyze search results](#)

[Export](#) | [Download](#) | [View citation overview](#) | [View Cited by](#) | [More...](#)

Refine [Limit to](#) [Exclude](#)

Year

- 2015 (596)
- 2014 (1,722)
- 2013 (1,823)
- 2012
- 2011

Author Name

- Head, J.W.** (229)
- Christensen, P.R.** (184)
- Squyres, S.W.** (182)
- McKay, C.P.** (168)
- Bell, J.F.** (167)

JMSS-1: A new Martian soil simulant Planetary science 1 [Full Text](#) [View at Publisher](#) Zeng, X., Li, X., Wang, S., (...), Li, Y., Feng, J.

Insight into the improvement effect of the Ce doping into the SnO₂ catalyst for the catalytic combustion of methane 2 [Full Text](#) [View at Publisher](#) Liu, C., Xian, H., Jiang, Z., (...), Tan, Y., Li, X.

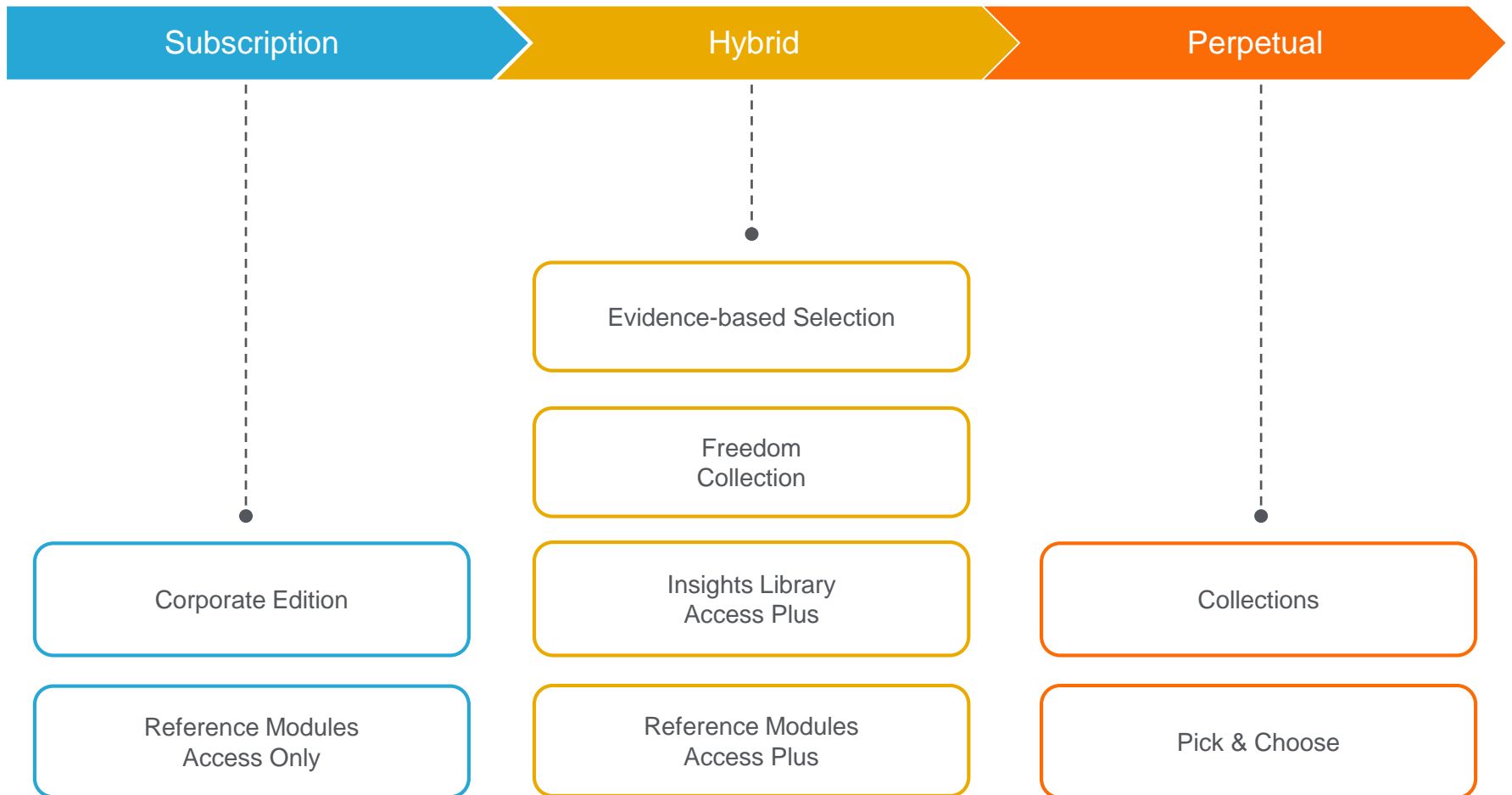
Value diversity and crew relationships during a simulated space flight to Mars [Full Text](#) [View at Publisher](#) Sandal, G.M., Bye, H.H.

Impact of surface dust source exhaustion on the martian dust cycle, dust and interannual variability, as simulated by the MarsWRF General Circulation Model [Full Text](#) [View at Publisher](#) Newman, C.E., Richardson, M.I.

Investigating the consistency of martian methane observations by investigation of methane transport [Full Text](#) [View at Publisher](#) Holmes, J.A., Lewis, S.R., Patel, M.R.

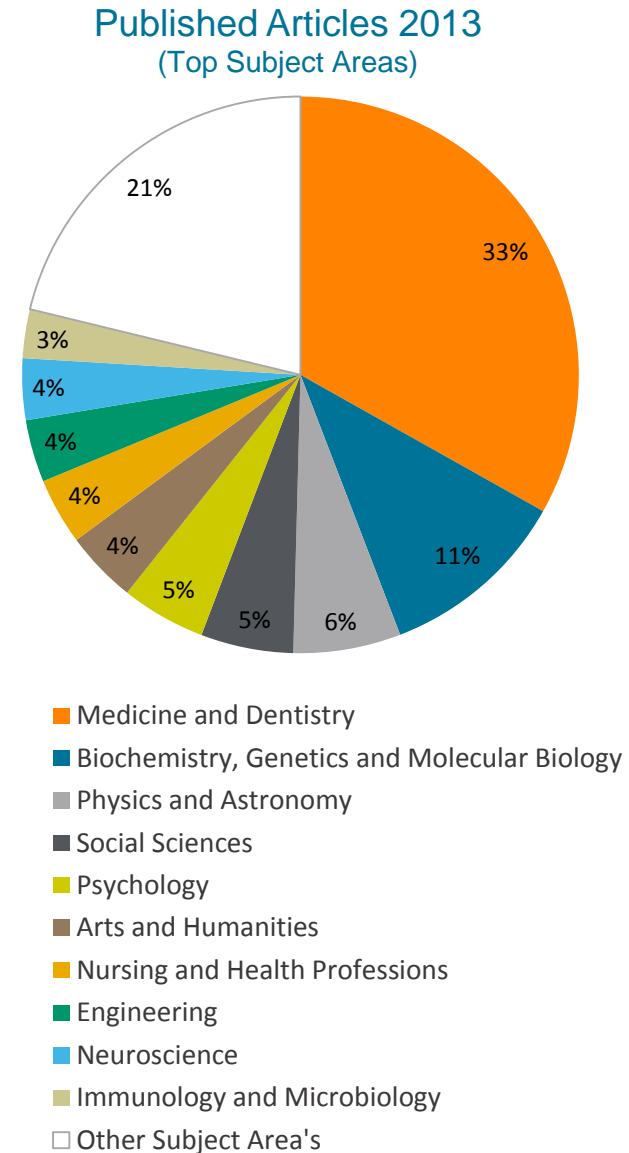
Flexible business models

DEGREE OF OWNERSHIP



Knowledge to fill the gaps

- **Gap analysis:** Data-driven analysis to support strategic acquisition of new content
- **Gives librarians visibility into**
 - Research trends and content usage
 - User behaviors
 - User questions
 - Percentage of questions answered





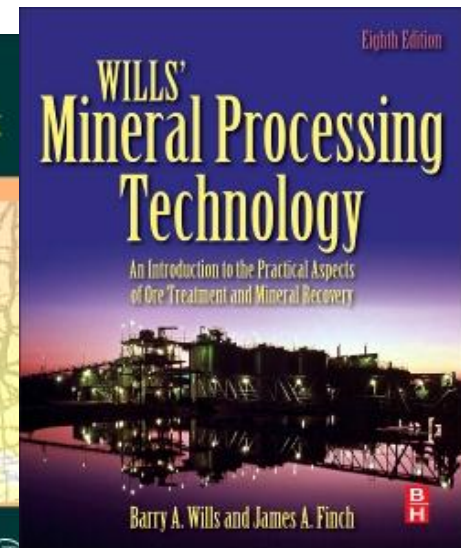
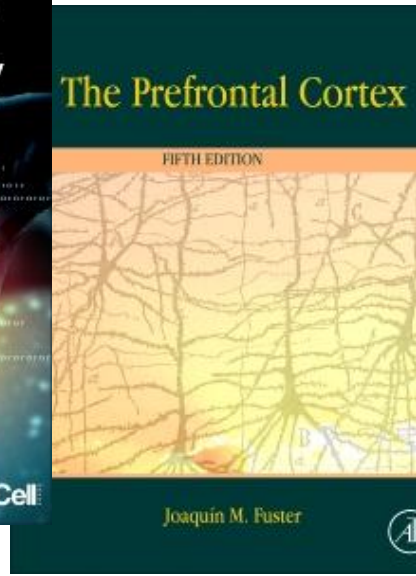
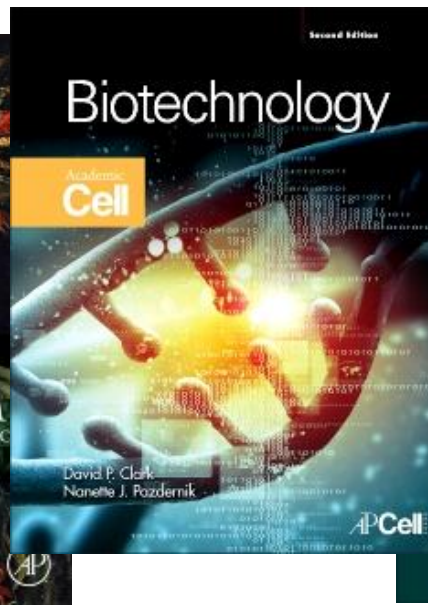
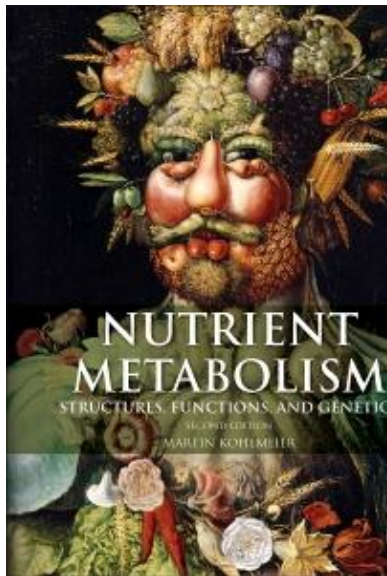
eBooks

Sustained arguments that widen the sphere of investigation to forge new paths forward.



Elsevier eBooks

- A catalyst for discovery in new areas
- Presents sustained arguments, differing opinions, nuance and complexity
- Links to related (and often unexpected) fields, methods and materials
- Suitable for every type of research and researcher audiences
- Hosted on and fully integrated with ScienceDirect with no DRM restrictions





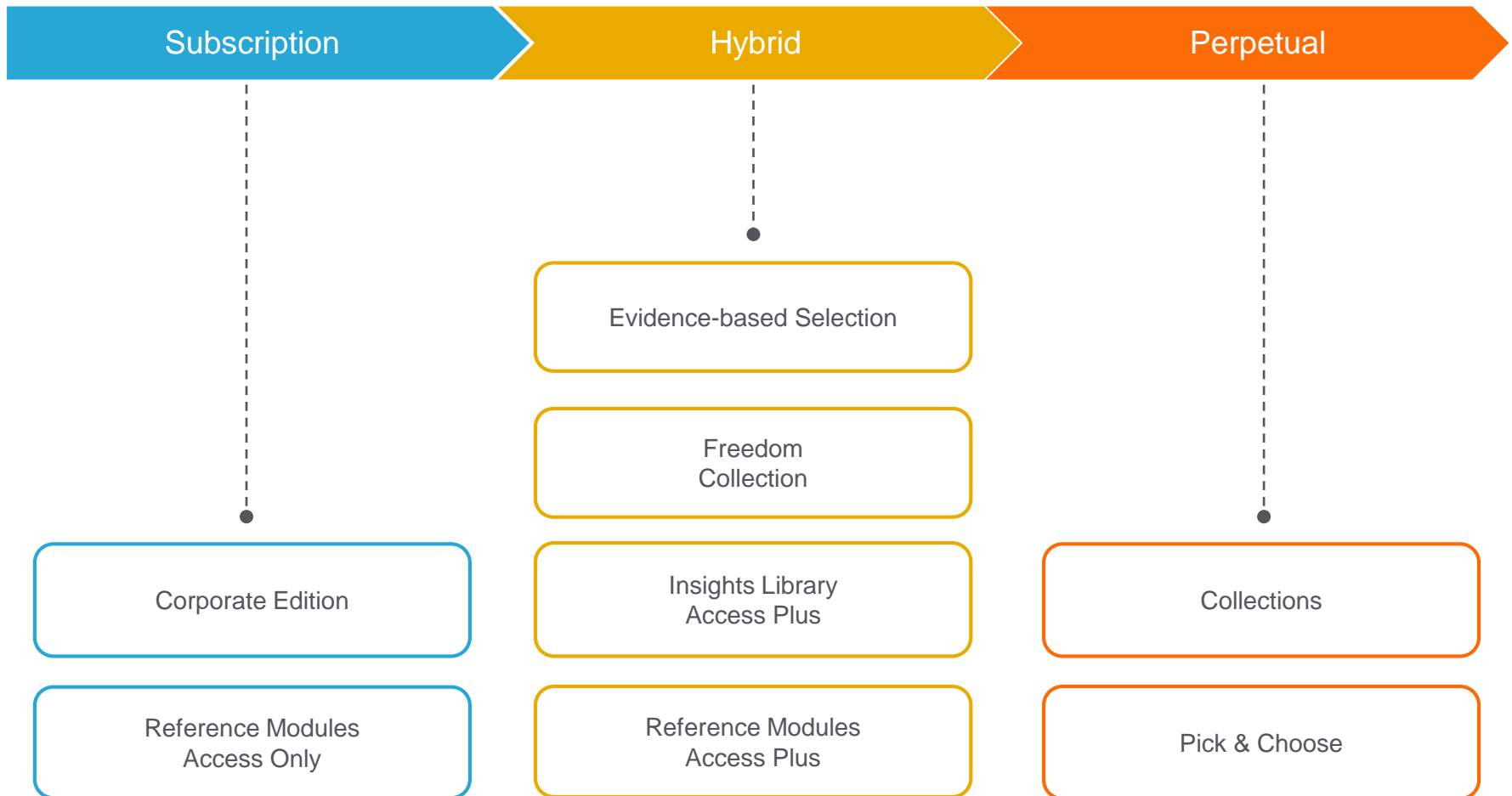
35,000 DRM-free titles across 24 subject areas

2018 Frontlist Collection (# of Titles)

Agricultural, Biological & Food Sciences	67	Materials Science	81
Biochemistry, Genetics & Molecular Biology	59	Mathematics	14
Biomedical Science & Medicine	51	Neuroscience	42
Chemical Engineering	45	Pharmacology, Toxicology & Pharmaceutical Science	30
Chemistry	26	Physics & Astronomy	8
Computer Science	75	Plastics Engineering (from Hanser)	15
Earth & Planetary Sciences	33	Psychology	26
Energy	38	Social Sciences	39
Engineering	182	Specialty Medicine	12
Environmental Science	27	Health Professions	11
Forensics, Security & Criminal Justice	18	Veterinary Medicine	7
Immunology & Microbiology	32	Total # of Titles	1280

Flexible business models

DEGREE OF OWNERSHIP



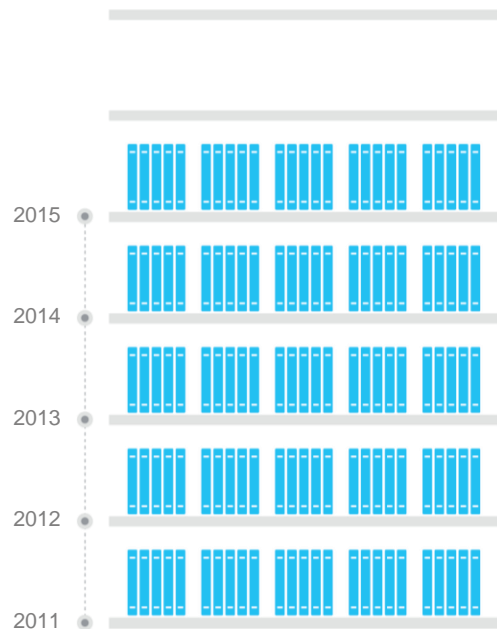


Freedom Collection

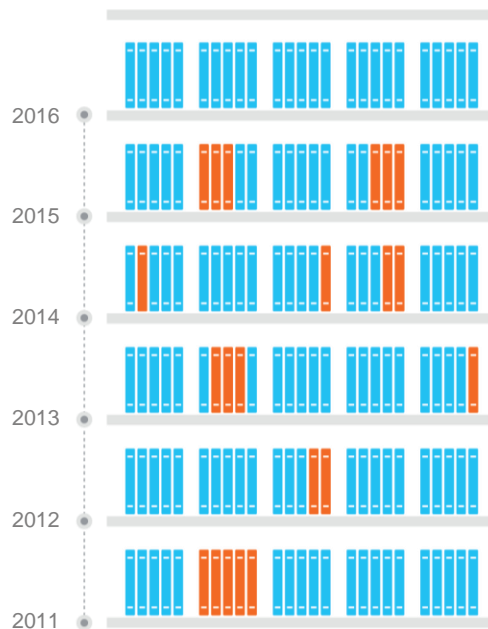
Access without boundaries

Freedom Collection

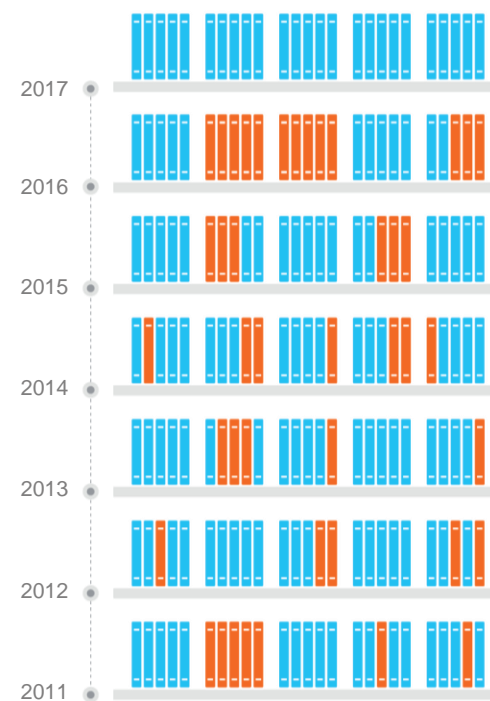
Year 1 Access



Year 2 Access
Perpetual Ownership



Year 3 Access
Perpetual Ownership



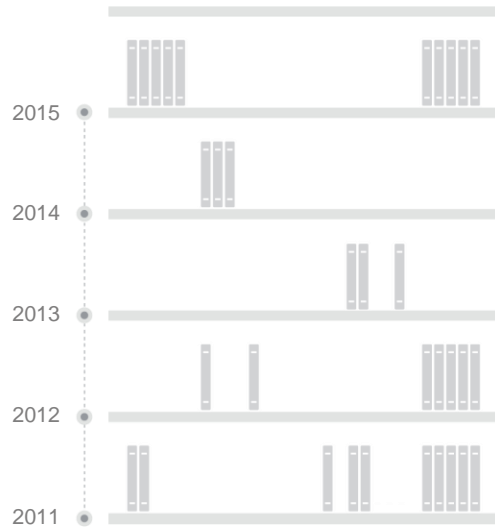


Evidence Based Selection

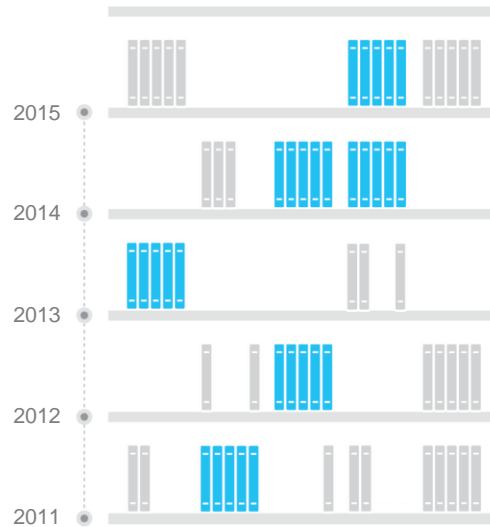
Precisely what your users need

Evidence Based Selection

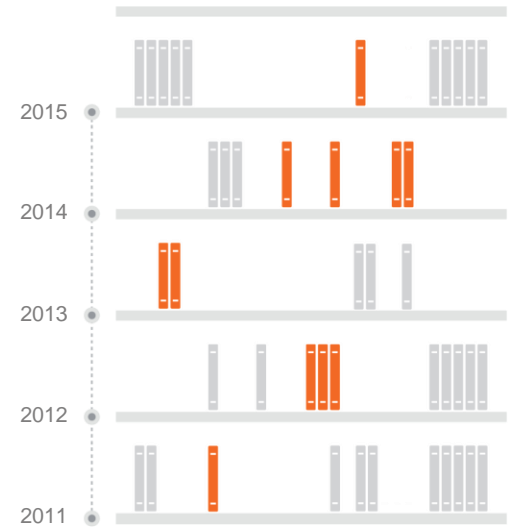
Existing Library
(before contract)



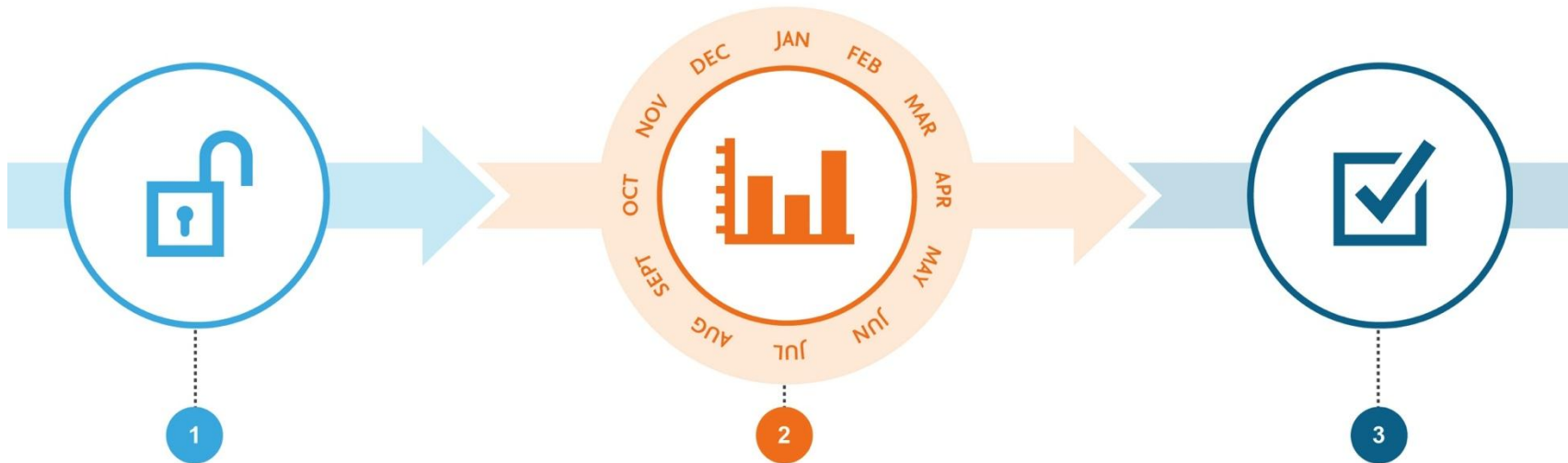
1-Year Access
(during contract)



Perpetual Ownership
(after contract)



Try before you buy – EBS Process



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

Review usage reports throughout the year

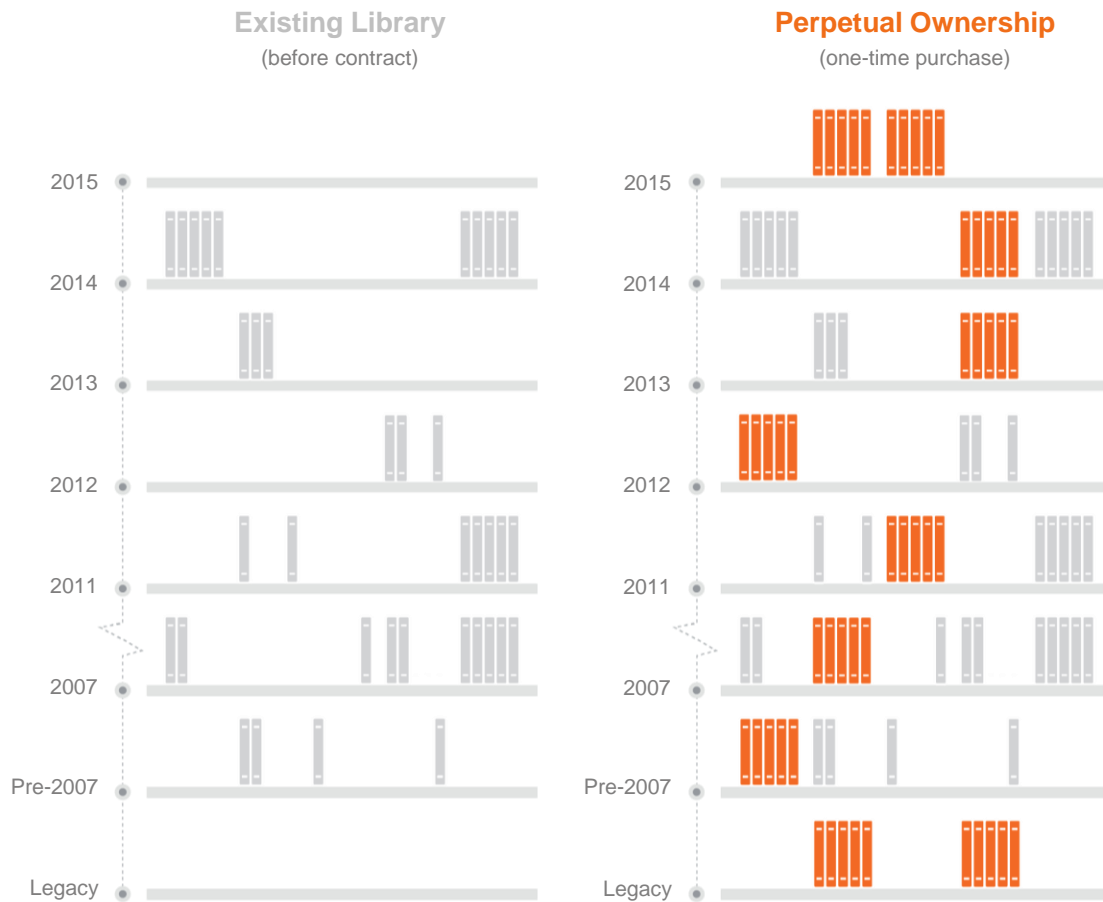
Pick and choose those titles you want to retain at the end of the period



Perpetual Collections

Unlock comprehensive, subject-based content

Perpetual Collections





Legacy Collection – Classic content

- Collection of scientific titles dating back to the 1870s with no DRM
- Fully integrated with ScienceDirect
- Over 12,000 eBooks in the following subject collections:

New in 2014

- Arts and Humanities
- Computer Science
- Economics, Econometrics and Finance
- Immunology and Microbiology
- Mathematics

- Agricultural and Biological Sciences
- Biochemistry, Genetics and Molecular Biology
Biomedical Science and Medicine
- Chemical Engineering
- Chemistry
- Earth and Planetary Sciences
- Energy
- Engineering
- Environmental Science
- Materials Science
- Neuroscience
- Pharmacology, Toxicology and Pharmaceutical Science
- Physics and Astronomy
- Psychology
- Social Sciences



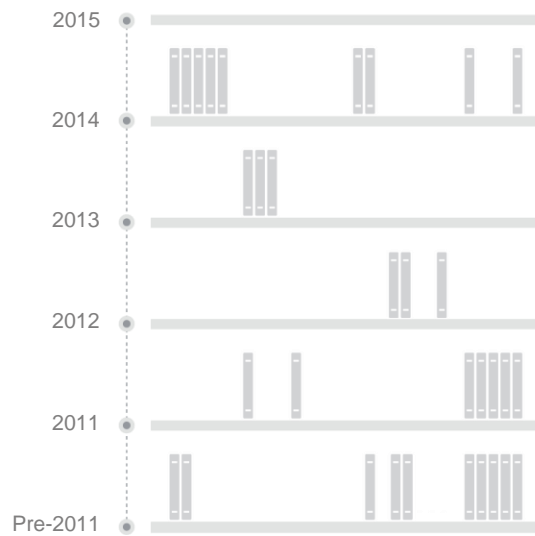


Pick & Choose

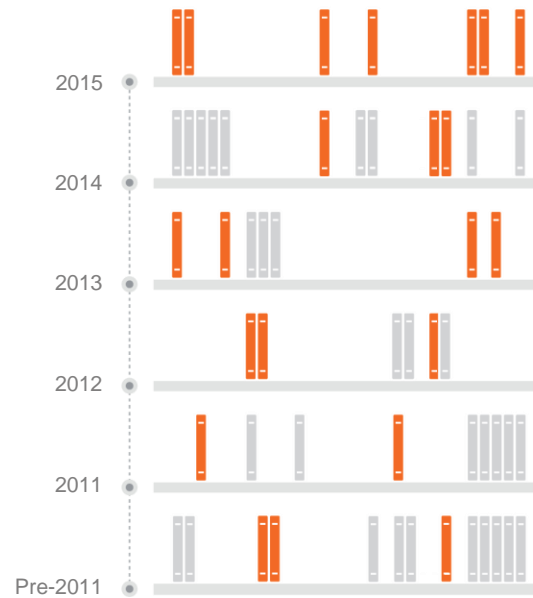
Single out the most suitable content

Pick & Choose

Existing Library
(before contract)



Perpetual Ownership
(one-time purchase)



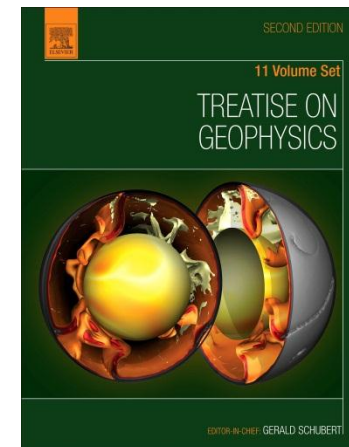
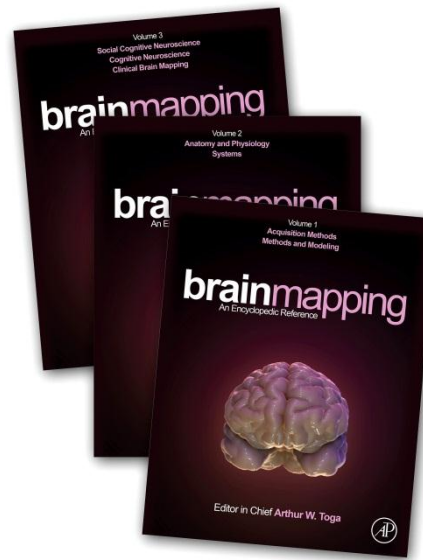
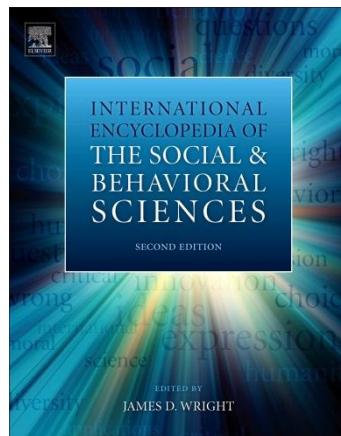


Major Reference Works

A wide-angle view of the existing body of knowledge,
creating a cross-disciplinary bridge.

Elsevier Major Reference Works

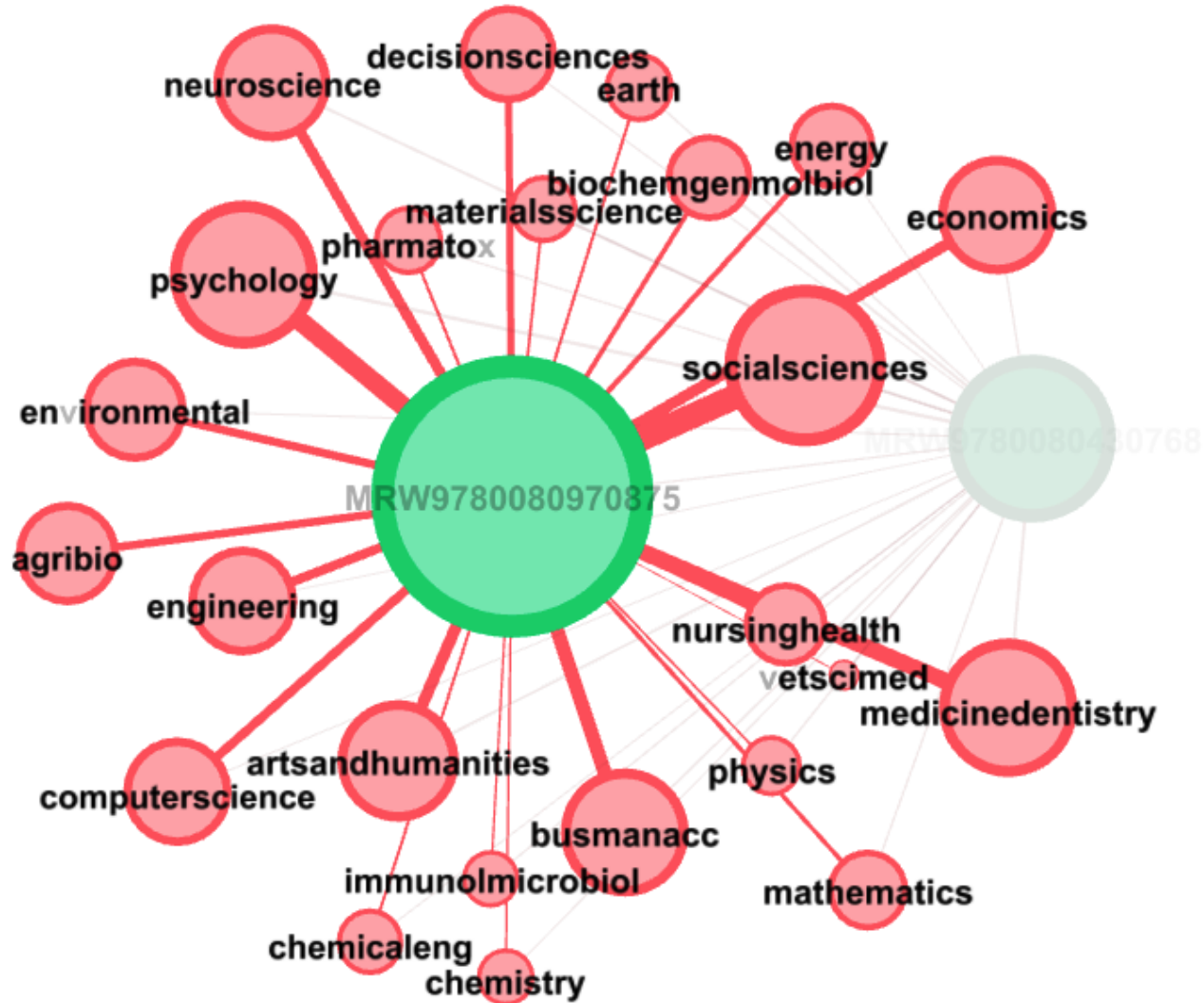
- Quickly imparts a broad understanding of an existing body of knowledge
- Can help redirect a researcher whose work hits a wall or veers off course
- Suitable for every type of research and researcher audiences
- Hosted and fully integrated with ScienceDirect with no DRM restrictions



On ScienceDirect, contextual linking to related books, journals and citation tools

The interdisciplinary nature of MRWs

Example: *International Encyclopedia of the Social and Behavioral Sciences, Second Edition*



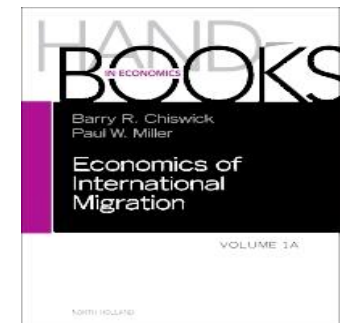
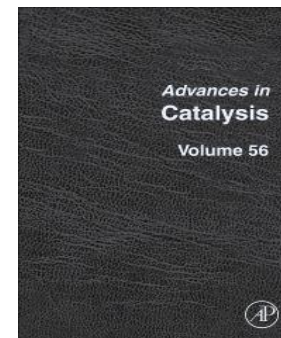
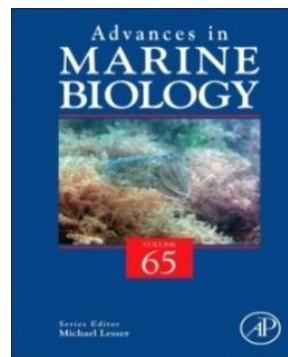
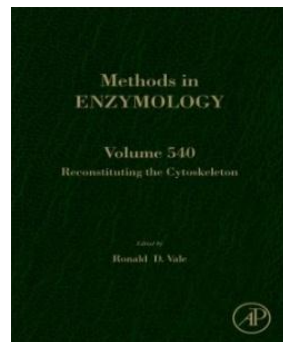
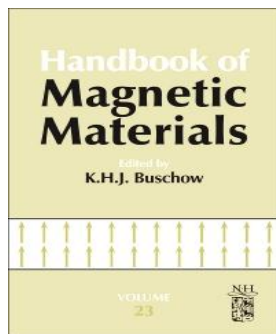


Book & Handbook Series

A comprehensive snapshot of the current state of research, offering a fresh perspective.

Elsevier Book & Handbook Series

- Include chapters that serve as self-contained surveys, often defining a research field
- Provide important entry points to the key literature
- Are updated quarterly with new volumes





Over 6,000 research volumes, with 775 book titles from 2010–2017

“It’s a very quick way of getting a broad review of the subject area...cover different **perspectives from different authors** working the field, with a summary of past research, current thought and what we think will happen in the future.”

Rudi van Eldik, Advances in Organic Chemistry

-
- Methods in Enzymology
 - Physics & Astronomy
 - Chemistry
 - Engineering
 - Psychology
 - Life Sciences
 - Biochemistry, Genetics and Molecular Biology
 - Agricultural and Biological Sciences
 - Immunology and Microbiology
 - Neuroscience
 - Pharmacology, Toxicology and Pharmaceutical Science
-

31 are in the top 2 quartiles of their **Impact Factor** category



Thank you!

Questions???

P.Milasevic@Elsevier.com