Kütüphanelerin elektronik yayınları sağlaması ve kullanımını, Blackwell önerileri

Ebooks in acquisition - Blackwell solution

ANCOS > Eskişehir > Nisan 2008
We are present in Turkish academic libraries for many years.
We operate in over 120 countries in the world bringing books to academic libraries.
In November 2006 we launched an ebooks platform, ECHO, developed together with ebrary.
In 2007 we added EBL e-book platform to our collection.
Good morning! Günaydın

Krzysztof Murawski > Bölge Satış Müdürü
> krzysztof.murawski@blackwell.co.uk

Mert Öztürk > Blackwell - Türkiye Temsilcisi > ozturkmert@hotmail.com
What we will be talking about?

Ebooks - perpetual licence vs. subscription, what is the difference?
Selection process - why difficult
Our solutions - various possibilities
Questions
trademarks
Perpetual licence vs. subscription

Each e-book has separate copyright agreement between the authors, the publisher and the distributor that cover it in its entirety.

Result - less and less subscriptions then perpetual access.

Subscription has ~30,000 ebooks in various collections
Echo holds over 80,000 titles
The collection grows 1-2,000 per month
Our collections contains over 100,000 titles and grows!
Perpetual licence – pick ‘em up one-by-one

Subscriptions are easier. It is like paying for access to a new library for the whole year. No need to fill the shelves, to catalogue collection - all is in there and updated each year.

Perpetual licence means you have to pick each book separately.

This is not an easy task!

In addition to normal selection process you need to double it with electronic books. You need people, information, time - resources.
Selection options & work-flow

ONE SHOP FOR ALL

Conventional up-front selection
Collection Manager
Collections
User driven selection
One shop for all books print & electronic

The same work-flow for e-books as for print
Selection by the same bibliographers, selectors, subject specialists
New title information to the same people
Faculty-driven selection
One source for ordering ebooks and print
- avoid duplication
One invoicing, cataloguing, lending work-flow for print and electronic books
Conventional up-front selection

- By searching EBL Choice (online catalog)
- By searching Blackwell’s Collection Manager
- By selecting from new title announcements
Collection Manager

All search tools available in Collection Manager, our most comprehensive acquisition tool can be also used for ebooks selection:

- Subject searches based on Blackwell subjects system and Library of Congress
- Keyword searches
- New titles searches
- By finding electronic equivalents of print books
Collections

Title lists and subject collections are available.

Monthly New title announcements by platform and subject.

We can pick up subject collection based on subject, time of publication, publishers and value parameters for library.

Full approval plans for ebooks are in the making.
User driven selection - EBL

PATRON-DRIVEN SELECTION

- Free integration of MARC records to OPAC
  - Records of all e-books available
  - Records of subset (subject based, year, etc.)
- Access triggers action
  - Daily or weekly rental
  - Purchase
  - Combination
Flexibility, support, new developments

These options make for the most flexible academic solution that uses two different platforms and integrates MARC records into the library OPAC.

One search tool for various platforms, usage and licensing models.
You build it up!

In any case, you build the collection. What you already have does not go away at the end of the year.

You have it in the OPAC and access from there
You can print and copy more liberally
You can create teaching packs
You can rent books (with some solutions).
Collection can grow

It is up to you and the users
Preview before you buy
Full text and subject search
Easy access
Integration with other resources
Once set, acquisition is easy
To find out more or for live demo

Come to our stand

Or contact us by email or phone

Mert Ozturk, Agent in Turkey, mertozturk@hotmail.com
Krzysztof Murawski, Regional Sales Manager, krzysztof.murawski@blackwell.co.uk

Or send request to ecommons@blackwell.com

www.blackwell.com
THANK YOU  Teşekkürler
QUESTIONS