

How to Maximize Your E-book Collection

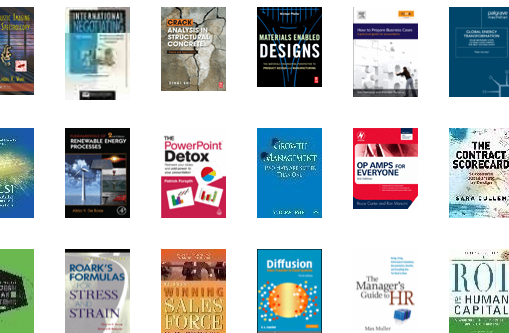
A Pocket Guide for Corporate Libraries



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Introduction

E-books are quickly becoming a must-have among corporations. In fact, they now represent the fastest growing segment of the publishing industry.

Studies show that in spite of a tough economy, corporate libraries increased their spending on e-books in 2010 over the previous year, and many are transitioning their budgets from print to digital resources.

Why this shift?

E-books offer a number of benefits to corporate libraries including the ability to:

- Meet a growing demand among employees
- Support corporate e-learning programs
- Increase discoverability and usage
- Provide anytime, anywhere access and greater portability
- Offer greater utility such as research tools and other functionality
- Significantly reduce costs associated with shelving, circulation, management, and storage

This guide will explain how ebrary supports this shift by providing:

- The most comprehensive and current selection of e-books from trusted publishers
- Multiple and flexible acquisition models for any budget
- Powerful research tools to help employees be more productive and knowledgeable
- Technology for extending the value of a library's existing digital content and third party resources
- Superior customer support and training





“ebrary is far superior to other digital products because of its flexibility... We like the fact that the information is flexible and it is always accessible.”

*– Suzanne Krebsbach, Corporate Librarian,
Santee Cooper*

“(ebrary provides) the ability for my users who are all over the country to access information.”

*– Cheryl A. Hansen, Research Librarian,
Engineering Systems Inc.*

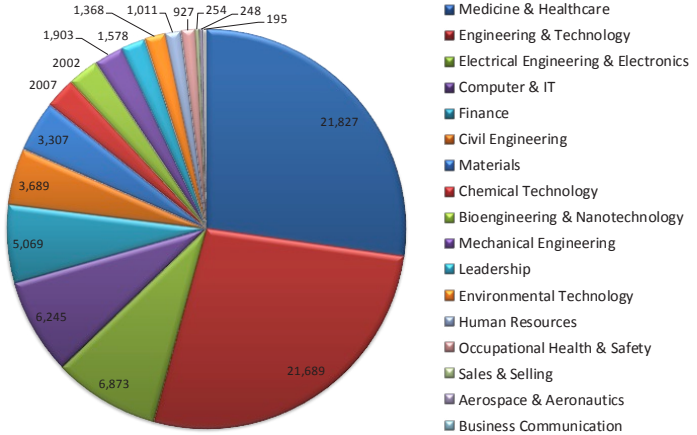
Introduction



Content Overview

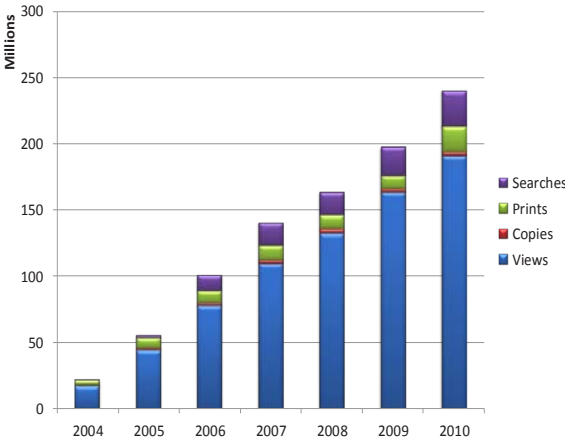
ebrary offers a rapidly growing selection of hundreds of thousands of authoritative e-books from over 500 trusted publishers.

Number of titles by subject



ebrary's usage continues to grow more than 30% year-over-year.

Library usage





Library partners with more than 500 leading publishers including:

- | | |
|--|--|
| AICHE/CCPS | Kogan Page |
| AMACOM | Maney Publishing |
| American Society of Civil Engineers (ASCE) | Marcel Dekker |
| Apress | Morgan Kaufmann |
| Artech House | National Council on Radiation Protection and Measurements (NCRP) |
| ASM International | Newnes |
| ASM Press | PennWell |
| Berrett-Koehler Publishers | PMPH USA Ltd. |
| CABI | Plunkett Research, Ltd. |
| CRC Press | Rand Corporation |
| Demos Medical Publishing | Smithers RAPRA |
| Elsevier | Springer |
| Elsevier Health Sciences | Synapse |
| Emerald Group | Sybex |
| Focal Press | Wiley |
| Gulf Publishing | William Andrew |
| IGI Global | WIT Press |
| Informa | Woodhead |
| Institution of Engineering and Technology | Wrox |
| IT Governance | |

Affordable Subscription Model

Subscribing to e-books is the most cost-effective way to offer employees the most essential titles with simultaneous, multi-user access and continued growth.





Library subscription packages include the following:

Engineering Subscriptions

- Chemical Engineering
- Civil Engineering
- Core Engineering
- Electronics Engineering
- Engineering & Industrial Management
- Engineering Select
- Environmental Engineering
- Materials Engineering
- Mechanical Engineering

Industry Subscriptions

- Aerospace
- Food Science
- Government Complete™
- Medical Technology
- Petroleum
- Pharmaceuticals
- Power Engineering

Business Subscriptions

- Corporate Computing
- Finance
- General Business
- Leadership
- Sales & Marketing

Many libraries supplement their subscriptions with individual titles that they hand select and purchase under our perpetual archive model (see page 8), or offer to employees through our patron driven acquisition program (see page 10). Corporations that subscribe and purchase are never charged an additional hosting fee.

Pick and Choose Perpetual Archive Model

With this model, corporations may purchase individual titles (including many front-list) and own a perpetual archive.

Checkouts are never required by ebrary. If e-books are in use, employees are placed into a queue and notified the instant they become available.

To optimize their e-book holdings, many ebrary customers purchase individual titles and seamlessly integrate them with an affordable subscription package (see page 6). This approach provides employees with a breadth and depth of content from leading publishers, and enables the library to forgo any additional hosting fees.





ebrary offers hundreds of thousands of perpetual archive titles relevant to many industries including:

- Aerospace
- Agriculture
- Alternative Energy Sources
- Automotive & Transport
- Chemicals
- Computer Hardware
- Computer Software
- Construction
- Consumer Products
- Consumer Services
- Electronics
- Energy & Utilities
- Engineering
- Environmental Services
- Financial Services
- Food & Beverage
- Government
- Health Care
- Industrial Manufacturing
- Media
- Metals & Mining
- Oil & Gas
- Pharmaceuticals
- Telecommunications
- Transportation Services

Perpetual Archive

Patron Driven Acquisition Model for Guaranteed Usage

Patron driven acquisition is a very cost-effective way to provide employees with on-demand access to the e-books they need and only pay for those that are used.

Corporations may provide access to hundreds of thousands of eligible titles, or narrow their selection by subject, publisher, price, date, and other key parameters.

Once a title is triggered by an employee, the library owns a perpetual archive. ebrary offers the most generous triggers of any e-book vendor.

Many patron driven acquisition customers also subscribe to an affordable e-book package. This collection strategy enables corporations to “lease” an instant digital library and hand select titles eligible for purchase. Additionally, corporations that also subscribe are never charged an additional hosting fee.





Key features and benefits of patron driven acquisition:

- Growing selection of hundreds of thousands of eligible e-books
- Ability to control collections in real time
- On-demand creation and management of profiles with automatic notifications when new titles become available that meet the library's criteria
- Robust title selection tools including the ability to select by subject, publisher, price, publication date, and other key parameters
- De-duplication for electronic titles
- Fund code management
- Administrative privileges

Patron Driven Acquisition



DASH! and SaaS for a Company's Own Digital Materials

ebrary is the only e-book vendor to enable corporations to upload and integrate their own digital materials, extending their value.

With ebrary's DASH!™ (Data Sharing, Fast) and Software as a Service (SaaS), corporations can create searchable archives of research, competitive intelligence, RFPs, presentations, marketing materials, and more, without having to pay for expensive equipment or hire additional staff.

DASH! is a simple, do-it-yourself service that enables corporations to upload documents from local computers. SaaS is an affordable solution for larger scale projects where ebrary does the work.

Key features and benefits of SaaS:

- Easily create searchable databases and archives that improve efficiencies
- Seamlessly integrates with other ebrary products
- Capable of processing thousands of documents a day
- Ability to restrict access to specific audiences or provide open access
- Built-in DRM
- Easy PDF submission
- Simple meta-tagging
- Comprehensive usage statistics
- Available in multiple languages, including English, Arabic, Chinese (simplified), French, German, Japanese, Portuguese, Spanish, Swedish, and Turkish
- APIs for further customization



ebrary Breast Cancer Searchable Information Center

Info Search QuickView Bookshelf Signed in as gary English My Settings

Simple Search: Search ebrary Advanced All Subjects

Welcome to ebrary's Breast Cancer Searchable Information Center!

Breast cancer strikes over 1.3 million women around the globe each year and is the leading cause of cancer death in women, according to the American Cancer Society.

In honor of National Breast Cancer Awareness Month in October, ebrary and other organizations have collaborated to create a publicly available collection of breast cancer publications using DASH! (Data Sharing, Fast), a do-it-yourself e-publishing feature of many ebrary products.

The selection features a range of authoritative fact sheets, posters, and other materials from a number of government agencies including the National Cancer Institute, National Breast Cancer Coalition Fund, Centers for Disease Control and Prevention (U.S.), Agency for Healthcare Research and Quality, U.S. Preventive Services Task Force, United States Food and Drug Administration, Office of Women's Health, and other authoritative sources.

We encourage organizations to contribute additional materials as long as they have copyrights. If you are interested in contributing, please email ish.wagner@ebrary.com for a complimentary DASH! account.

Getting Started

1. **Conduct a search** – Use simple or advanced.
2. **Open a document** – Click on the title name or jacket.
3. **Explore the document** – Navigate to search terms, search the document for key words, jump to relevant chapters, flip through pages.

Browse Breast Cancer by Subject

- Breast cancer treatment
- Breast cancer prevention
- Breast cancer risk factors
- Side effects of chemotherapy and radiotherapy
- Disparities in health care
- Alternative cancer treatments
- Clinical trials

Quick Links to Other Relevant Sites

- The Breast Cancer Decline 2000
- KnowledgeCancer.org
- National Breast Cancer Coalition
- National Breast Cancer Foundation
- National Cancer Institute
- Susan G. Komen Breast Cancer Foundation
- U.S. National Library of Medicine

Featured Titles

To open a document, please click on the jacket.

- Understanding Breast Changes: A Health Guide for Women, by National Cancer Institute (National Cancer Institute (U.S.), 2009)** [VIEW THIS TITLE](#)
- What You Need To Know About Breast Cancer, by National Cancer Institute (National Cancer Institute (U.S.), 2009)** [VIEW THIS TITLE](#)
- Coping With Advanced Cancer (Support for People With Cancer), by National Cancer Institute (National Cancer Institute (U.S.), 2005)** [VIEW THIS TITLE](#)
- Taking Part in Cancer Treatment Research Studies, by National Cancer Institute (National Cancer Institute (U.S.), 2007)** [VIEW THIS TITLE](#)
- Mammography Saves Lives: Pink Ribbon Sunday Mammography Awareness Program A Guide for African American and Hispanic**

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DASH! and Saas

ebrary employees have created a number of open access databases with DASH!. We also use DASH! for internal archives of research, RFPs, contracts, marketing collateral, and more.

Platform Overview

“The (ebrary) interface is very intuitive and user friendly....It loads very quickly and is very easy to use at first glance; the InfoTools menu is a really valuable feature as is the annotation capability. We don’t have these features in our other eResources.”

*– Joan Wolff, Information Analyst,
Pfizer Animal Health*

ebrary is committed to developing innovative technologies and services to address the needs of researchers and librarians.

Key features and benefits:

- Works on multiple devices – on and offline
- Contextual linking across multiple online resources with InfoTools™
- Unique ability to upload and integrate a library’s own digital content with DASH! and Software as a Service (SaaS) (See page 12)
- Shareable bookshelves
- Notes and highlights
- Multiple options for searching and navigating
- Automatic citations when text is printed or copied and pasted into Word or any text applications. Citations include an automatic URL hyperlink back to the source
- Ability to transform text into a hyperlink to a URL of the end-user’s choice
- Text-to-speech and other keyboard shortcuts to assist end-users with special accessibility needs



- Available in multiple languages including English, Arabic, Chinese (simplified), French, German, Japanese, Portuguese, Spanish, Swedish, and Turkish, with additional languages in the works
- Free on-demand MARC records
- COUNTER-compliant usage statistics
- Around the clock training and responsive customer support

The InfoTools menu can be customized by libraries to link to the resources of their choice, extending their value and providing a richer research experience for employees.

InfoTools

- Copy
- Print
- Search ProQuest
 - Corporate Website
 - ProQuest Central
 - ProQuest Entrepreneurship
 - ProQuest Obituaries
- Define
- Explain
- Locate
- Who
- Search all documents
- Search Library
- Search Web
- Search News
- Search Video
- Search Images
- Go To URL
- Create Note
- RefWorks
- EndNote & Citavi

PO₃ (neg) **C₂H₄ (pos)**

Colonization of Various Habitats and Niches During Alteration of Oceanic Crusts

Abstract Tunnel structures in volcanic glass are a world wide phenomenon known to harbor microorganisms of the deep sub-seafloor biosphere and weathering of the ocean crusts proceeds, volcanic glass is altered. Palagonitization of volcanic glass results in the secondary phase

