

How to Maximize Your E-book Collection

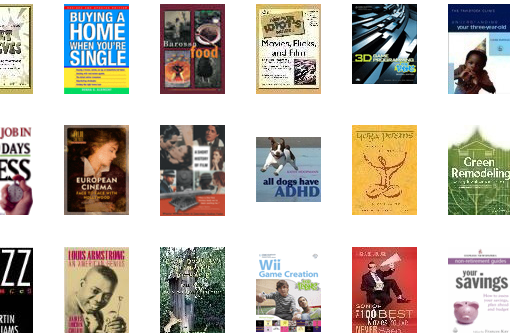
A Pocket Guide for Public Libraries



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Introduction

E-books are rapidly becoming mainstream, and they now represent the fastest growing sector of the publishing industry.

In spite of a tough economy, public libraries increased spending on e-books in 2010, and a growing number are transitioning their budgets from printed books to digital.

Why this shift?

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

- Meet patrons' growing demand
- Provide anytime/anywhere access and greater portability
- Reduce costs associated with shelving, circulation, management, and storage
- Increase discoverability and usage
- Support distance learning
- Offer greater utility such as research tools and other functionality





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

- The most comprehensive and current selection of e-books from leading publishers
- Multiple and flexible acquisition models for any budget
- Powerful research tools to help patrons 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

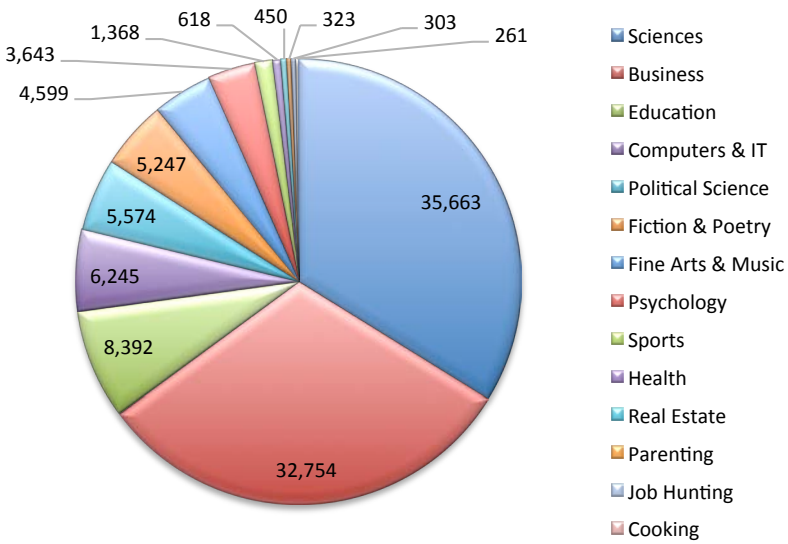
A member of the ProQuest family of companies, ebrary is an e-book pioneer that serves thousands of libraries throughout the world representing more than 19.2 million patrons.

“(ebrary is) available immediately and at all hours of the day.”

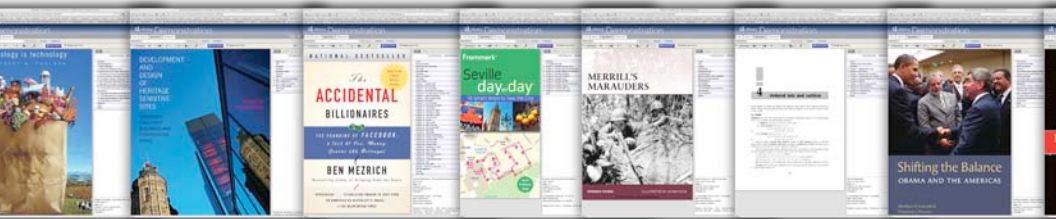
– Amy Poe, Staff Development Coordinator, First Regional Library

Content Overview

ebrary offers a rapidly growing selection of hundreds of thousands of authoritative e-books from over 500 trusted publishers (see page 6).

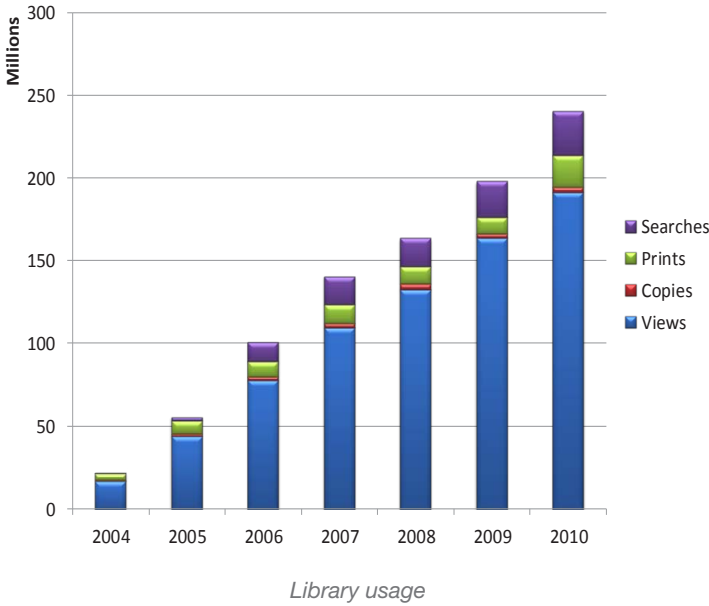


Number of titles by topic

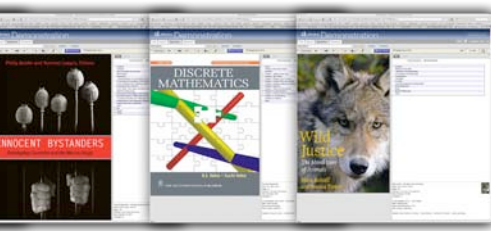




We are proud to offer a breadth and depth of titles in a wide variety of subject areas, and the value of our products is validated by our usage, which continues to grow more than 30%, year-over-year.



Content Overview



Publishing Partners *(partial list)*

Library partners with more than 500 leading publishers including:

A&C Black	Cambridge University Press	Encyclopedia Britannica
ABC-CLIO	Career Press	Entrepreneur Press
Abingdon Press/United Methodist Publishing House	Cato Institute	F.A. Davis Company
African Book Collective	Cengage Learning	F&W Media
Alfred A. Knopf	The Center for Creative Leadership	Facts on File
Allen & Unwin	Chelsea House	The Feminist Press at CUNY
Alpha Books	Chicago Review Press	Food and Agriculture Organization of the United Nations
AMACOM Books/American Management Association	Class Publishing	Fulcrum Publishing
American Academy of Pediatrics	Columbia University Press	Georgetown University Press
American Enterprise Institute	Contemporary Books	Greenwood Publishing Group
American Psychiatric Publishing, Inc.	Copenhagen Business School Press	Grey House Publishing
Ashgate Publishing	Cornell University Press	Gryphon House
Association for Supervision and Curriculum Development (ASCD)	Corwin Press	Guilford Press
AVA Academia	Council on Foreign Relations	Harvard University Press
Basic Books	Counterpoint	Hesperian Foundation
Basic Civitas	Course Technology	Hodder Arnold
Beacon Press	D&B International Business Reports	Holy Macro! Books
Bellevue Literary Press	Da Capo	Houghton Mifflin Harcourt Publishing
Berg Publishers	Datamonitor	Human Kinetics
Bernan Press	Davies-Black	Hungry Minds
Berrett-Koehler Publishers	The Disinformation Company	Independent Publishers Group (IPG)
Bloomberg Press	Doubleday Publishing	Indiana University Press
Bloomsbury Publishing	Douglas & McIntyre	Information Age
Brainy Software	Dundurn Group	Insight Publications
Brookings Institution Press	Earthscan	Insomniac Press
	Economist Books	
	Electric Book Co	
	Encounter Books	



InterAmerican Development Bank
 Intercultural Press
 International Development Research Centre (IDRC)
 International Labor Organization (ILO) Publications
 International Monetary Fund (IMF)
 Island Press
 Jessica Kingsley Publishers
 John Wiley & Sons
 Johns Hopkins University Press
 Jones and Bartlett Publishers
 Jossey-Bass, Inc.
 Kaplan/Dearborn Trade Publishing
 Kogan Page, Ltd.
 Marshall Cavendish
 Math Solutions
 McFarland & Company, Inc.
 MIT Press
 Modern Library
 Morgan Kaufmann
 The Narrative Press
 Nation Books
 National Academies Press
 National Book Network
 National Science Teachers Association (NSTA)

The New Press
 New Society Publishers
 Nicholas Brealey Publishing
 Nova Press
 NOW Publishers
 Nursing Knowledge
 Osprey Publishing
 Oxford University Press
 Palgrave Macmillan
 Perseus Book Group
 Peter G. Peterson Institute for International Economics
 Praeger Publishing
 Princeton Architectural Press
 Princeton University Press
 RAND Corporation
 Random House
 Reaktion Books
 Rough Guides
 Routledge
 Rowman & Littlefield
 Running Press
 Seal Press
 Seven Bridges Press
 Sourcebooks, Inc.
 State University of New York Press
 Sybex, Inc.

Teacher's Ideas Press
 Theatre Communications Group
 Tin House Books
 United Nations Publications
 University of British Columbia Press
 University of California Press
 University of Chicago Press
 University of Nebraska Press
 University of New Mexico Press
 University of North Carolina Press
 University of Texas Press
 University of Toronto Press
 University of Washington Press
 University Press of Florida
 Viking Penguin
 Vintage Books
 Westview Press
 World Bank Publications
 World Health Organization
 World Trade Press
 XAM Online
 Yale University Press

Publishers

Affordable Subscription Model

Subscribing to e-books is the most cost-effective way to offer patrons vast amounts of information with simultaneous, multi-user access and continued growth.

Public Library Complete™ with DASH!™ (Data Sharing, Fast) is the best value in the industry. With more than 26,300 titles, Public Library Complete provides an instant digital library in a variety of subject areas relevant to students, professionals, and other patrons.

To maximize their e-book collections, many libraries subscribe to an affordable database and supplement it by purchasing individual titles that they hand select (see page 10) or make available through our patron driven acquisition program (see page 12).

ebrary subscribers are never charged an additional hosting fee.

Subscription Products

Public Library Complete includes the following subject areas:

School & Studying

- Education
- History
- Language & Literature
- Political Science
- Psychology
- Religion
- Sciences
- Social Sciences
- Spanish Language E-books (U.S. only)
- Study Guides

Career Development

- Business
- Career Development
- Computers
- Interviewing
- Job Hunting
- Resumes & Cover Letters

Practical Life Skills

- Home Repair & Maintenance
- Parenting
- Personal Finance
- Pets
- Real Estate

Arts & Leisure

- Art
- Cooking
- Crafts
- Fiction & Poetry
- Film & Television
- Health & Fitness
- Music
- Photography
- Sports
- Travel
- Video Games



To address the needs of local colleges and universities, many public libraries also subscribe to Academic Complete™ with DASH!, an award winning database with over 70,000 e-books.

Academic Complete includes 16 subject databases that are also available separately including:

- Business & Economics
- Computers & IT
- Education
- Engineering & Technology
- History & Political Science
- Humanities
- Interdisciplinary & Area Studies
- Language, Literature & Linguistics
- Law, International Relations & Public Policy
- Life Sciences
- Medicine
- Nursing & Allied Health
- Physical Sciences
- Psychology & Social Work
- Religion, Philosophy & Classics
- Sociology & Anthropology

Academic Complete con Español™ includes 4,700 premium Spanish language titles from e-Libro!

Academic Complete was recently named to the CHOICE Outstanding Academic Titles list.



Pick and Choose Perpetual Archive Model

With this model, libraries may purchase individual titles (including many front-list) or discounted Starter Packs of essential titles that may be archived in perpetuity.

ebrary offers both single and multi-user access, and we never require checkouts. If single-user access titles are in use, patrons are placed into a queue and notified the instant they become available.

Purchased titles can be delivered instantly, at any time, to existing ebrary customers. Short-term loans are available prior to purchase.

An ideal use of a one time budget, many libraries hand select and purchase individual perpetual archive titles and seamlessly integrate them with an affordable subscription product such as Public Library Complete with DASH! (see page 8). This approach allows libraries to provide patrons with breadth and depth of content, while optimizing their e-book budgets and avoiding hosting fees.



Perpetual Archive Products

In addition to hundreds of thousands of e-books that can be purchased individually, ebrary also offers discounted Starter Packs of essential titles in 25 subject areas including:

- Aging & Geriatrics
- Business & Economics
- Career Guides
- Child Development
- Climate Change & Green Energy
- Computers & IT
- Education
- Engineering & Technology
- Environment
- Fashion
- Globalization
- History & Political Science
- Humanities
- Interdisciplinary & Area Studies
- Language, Literature & Linguistics
- Law, International Relations & Public Policy
- Life Sciences
- Mathematics
- Medicine
- Nursing & Allied Health
- Physical Sciences
- Psychology & Social Work
- Religion, Philosophy & Classics
- Sociology & Anthropology
- Sports & Recreation
- Veterinary Medicine



Patron Driven Acquisition Model for Guaranteed Usage

Patron driven acquisition is a very cost-effective way for libraries to provide patrons with access to the e-books of their choice and only purchase those that are actually used.

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

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

Short-term loans (see page 14), which are also triggered based on usage, may be used in conjunction with patron driven acquisition for mediation.

Many patron driven acquisition customers also subscribe to Public Library Complete with DASH! (see page 8). This collection strategy enables libraries to “lease” an affordable digital library in a wide variety of subject areas, then hand select titles eligible for purchase.





Additionally, libraries that subscribe as well as purchase titles through our patron driven acquisition program 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
- Short-term loans available for mediation



Short-Term Loan Model – On Demand E-books, Reduced Costs

ebrary is the first e-book vendor to offer loans that are only triggered based on usage. This new model provides libraries with all of the benefits of traditional short-term loans with the added advantage of only paying if titles are used.

With short-term loans from ebrary, libraries may offer patrons access to hundreds of thousands of eligible titles, or narrow the selection by subject, publisher, date, price, and other parameters.

Short-term loans are available for one or seven day periods. When the loan is triggered, libraries receive a notification and are given a number of flexible options including purchasing the title, making it available for purchase through patron driven acquisition, or offering another short-term loan. Libraries may offer up to three loans per title.

Libraries may utilize short-term loans as a standalone cost-saving service, or in conjunction with patron driven acquisition as an additional layer of mediation before titles are triggered for purchase.



Additional key features and benefits:

- Growing selection of eligible e-books from such renowned publishers as Cambridge University Press, Elsevier, Taylor & Francis, Wiley, and many others
- Robust, do-it-yourself title selection and real-time management of collection profiles, fund codes, and alerts
- Seamless integration with other ebrary products including Public Library Complete with DASH! (see page 8)



DASH! and SaaS for a Library's Own Digitized Materials

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

With ebrary's DASH! (Data Sharing, Fast) and Software as a Service (SaaS), libraries can create searchable archives of ephemera, tax forms, government documents, special collections, and more, without having to pay for expensive equipment or hire additional staff.

DASH!

A complimentary, do-it-yourself feature of many ebrary products including Public Library Complete and Academic Complete (see page 8), DASH! can be used to create and share collections within the institution, and openly on the web.

Documents uploaded with DASH! can seamlessly integrate with other ebrary collections.

SaaS

ebrary's SaaS is ideal for libraries that have large amounts of digitized materials and need a distribution solution. Libraries can simply submit their digital content in PDF, and we'll do the rest.

Key features and benefits:

- 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 Arabic, Chinese (simplified), English, French, German, Japanese, Portuguese, Spanish, Swedish, and Turkish
- APIs for further customization

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

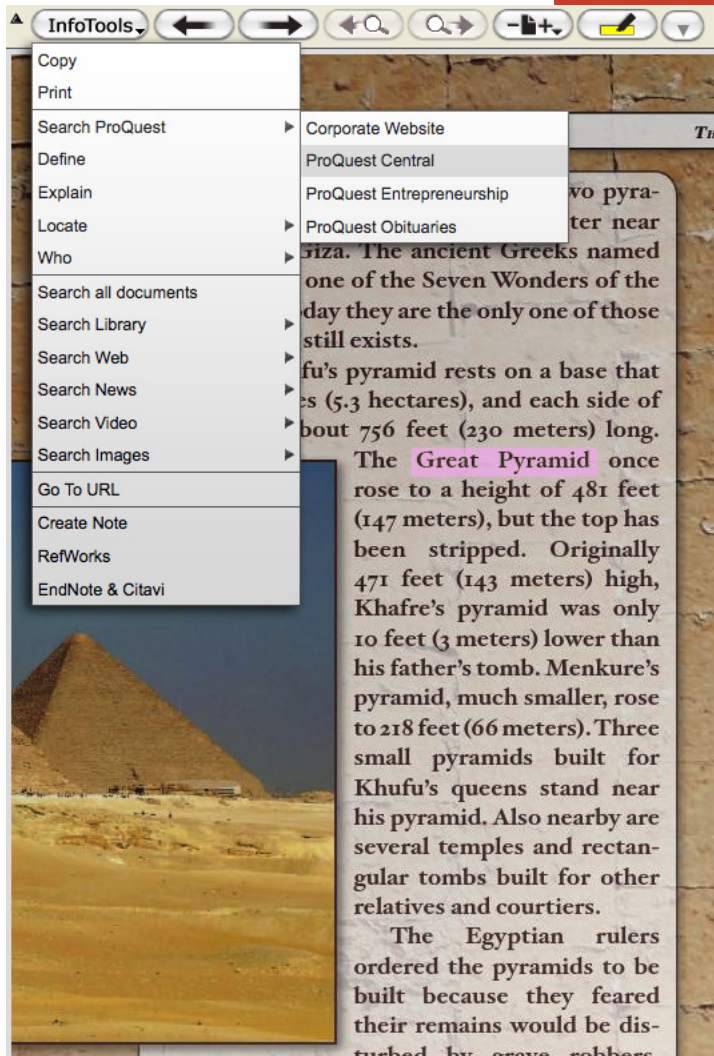
ebrary is committed to developing innovative technologies and services to address the needs of researchers and librarians.

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 16)
- 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 Arabic, Chinese (simplified), English, 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 patrons.



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