Blackwell Publishers

Partnerships in learning and research

WILL THE LAST ONE OUT PLEASE TURN OUT THE LIGHTS?

WILL THE LAST ONE OUT PLEASE MAKE SURE THE COMPUTER IS STILL RUNNING?

THE RETURN OF THE READER

What we saw

- Customers are getting a raw deal
- Marginal costs fall to near zero
- Demand is 'elastic'
- The virtuous circle
- Contract law rules
- A mixed economy

What we did

Site licenses are good Free electronic access Encourage access

WHO NEEDS.....

AGENTS?

WHO NEEDS.....

AGGREGATORS?

WHO NEEDS....

JOURNALS?

WHO NEEDS.....

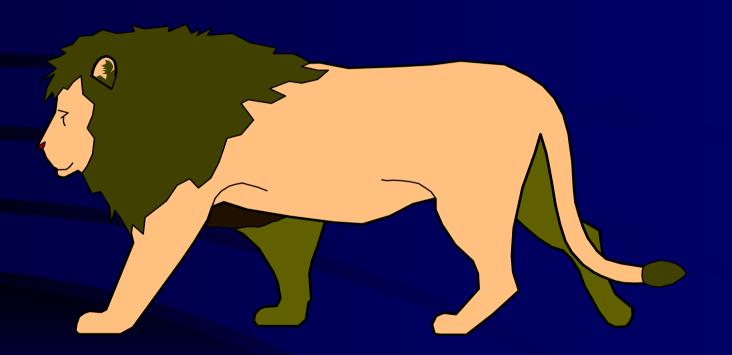
LIBRARIANS?

TAKE HIM NEXT!

FLIGHT



FIGHT



SUBMISSION



VALUE CHAIN

• What is a value chain?

• What is value?

 What is the value added between author and reader in the information value chain

• What can this model tell us about the future of publishing?

The value chain

Raw material

Added value

Consumer

Publishing value chain model

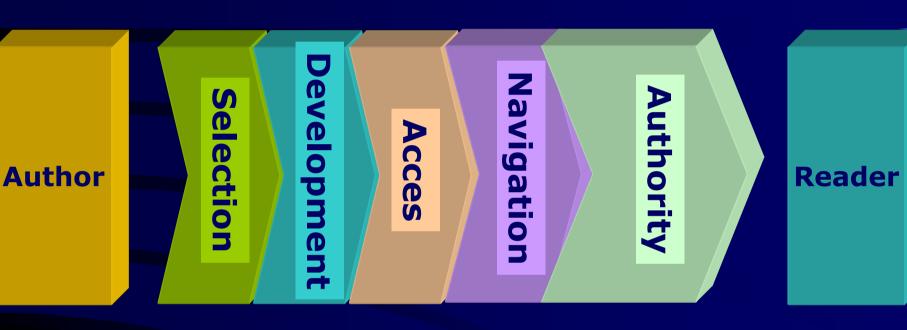
			Firm	Inf	rast	ruct	ure							
Business strategy and planning														
Content acquisition	Content development	Product development	Project management	Content formatting	Marketing	Promotion	Sales	Manufacturing	Fulfillment	Warehousing	Customer service	Other reve	N P GIN	
	Content acqu Content devel Product devel Project manage Content form Content form Marketir Manufactu Manufactu Customer se Other reve													
Human resource management												, MI		
Content acquisition Content development Product development Sales Promotion Sales Pulfillment Fulfillment Warehousing											7			

What value does the user look for?

Selection

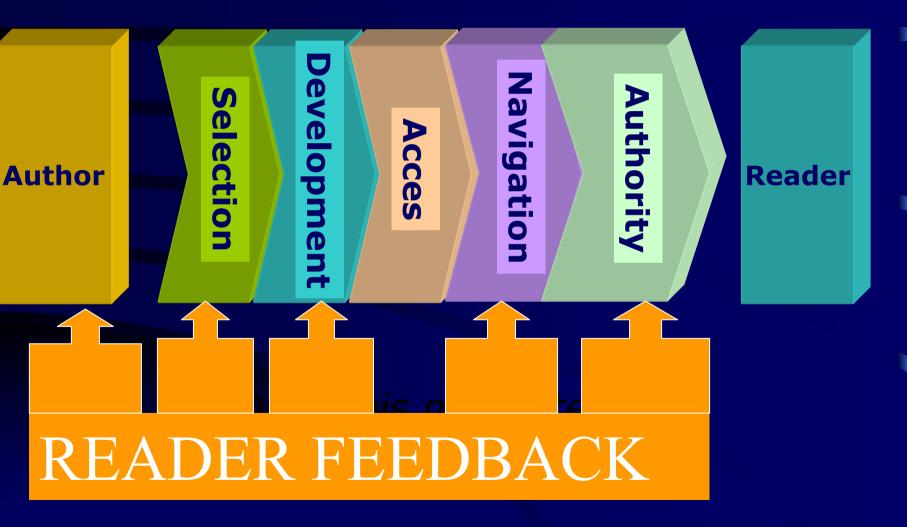
Separating that which has value from that which does not

The information value chain



Does this model tell us anything useful?

The information value chain



AUTHOR SERVICES

- speed
- peer review
- production
- branding
- maximum readership and influence
- feedback

READER SERVICES

- retrievability
- personalization
- alerting
- display options
- integration

'Endeavor's Voyager library management system will serve as a platform for uniting library collections with the scientific content in Elsevier Science's primary and secondary publications and databases. It will provide seamless navigation between the system and Science Direct Web editions' titles'

THE MICROSOFT LESSON

WORD OF WEB