

Cooperative Marketing: Marketing With You, Not at You

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Traditional Marketing and Cooperative Marketing

Considerations	Traditional	Cooperative
Main goal	Aimed at resource awareness and sales	Aimed at resource awareness and maximizing usage
Means of delivery	Print and Digital Collateral (push)	Any, by mutual agreement
Approach	Highlight desirable resource features	Highlight possible uses, benefits of use
Audience	Buyers with budgets	Users with information needs
Stage of use	Prior to purchase	Post-purchase
Tendency of message	Positive towards product and company selling product	Positive towards library, discovery, and using resources

Cooperative Marketing - Library Branding

datasets. The use of such models is, however, hampered by a computationally intractable normalising constant. This makes parameter estimation and a fully Bayesian treatment of discrete Markov random fields difficult. We apply approximation theory for pseudo-Boolean functions to binary Markov random fields and construct approximations and upper and lower bounds for the associated computationally intractable normalising constant. As a by-product of this process we also get a partially ordered Markov model approximation of the binary Markov random field. We present numerical examples with both the pairwise interaction Ising model and with higher-order interaction models, showing the quality of our approximations and bounds. We also present simulation examples and one real data example demonstrating how the approximations and bounds can be applied for parameter estimation and to handle a fully Bayesian model computationally.

Keywords

Approximate inference Bayesian analysis Discrete Markov random fields Image analysis
Pseudo-Boolean functions Spatial data Variable elimination algorithm

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1 Introduction

In statistics in general and perhaps especially in spatial statistics we often find ourselves with distributions known only up to an unknown normalising constant. Calculating this normalising constant typically involves high-dimensional summation or integration. This is the case for the class of discrete Markov random fields (MRF). A common situation in spatial statistics is that

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Abstract

1 Introduction

2 Binary Markov random fi...

3 Pseudo-Boolean functio...

4 The variable eliminatio...

5 An approximate variable...

6 Bounds and alternative ...

7 Some implementational ...

8 Simulation and data exa...

9 Closing remarks

Appendix: Proof of Theore...

Proof of Theorem 4

Proof of Theorem 5

References

Copyright information

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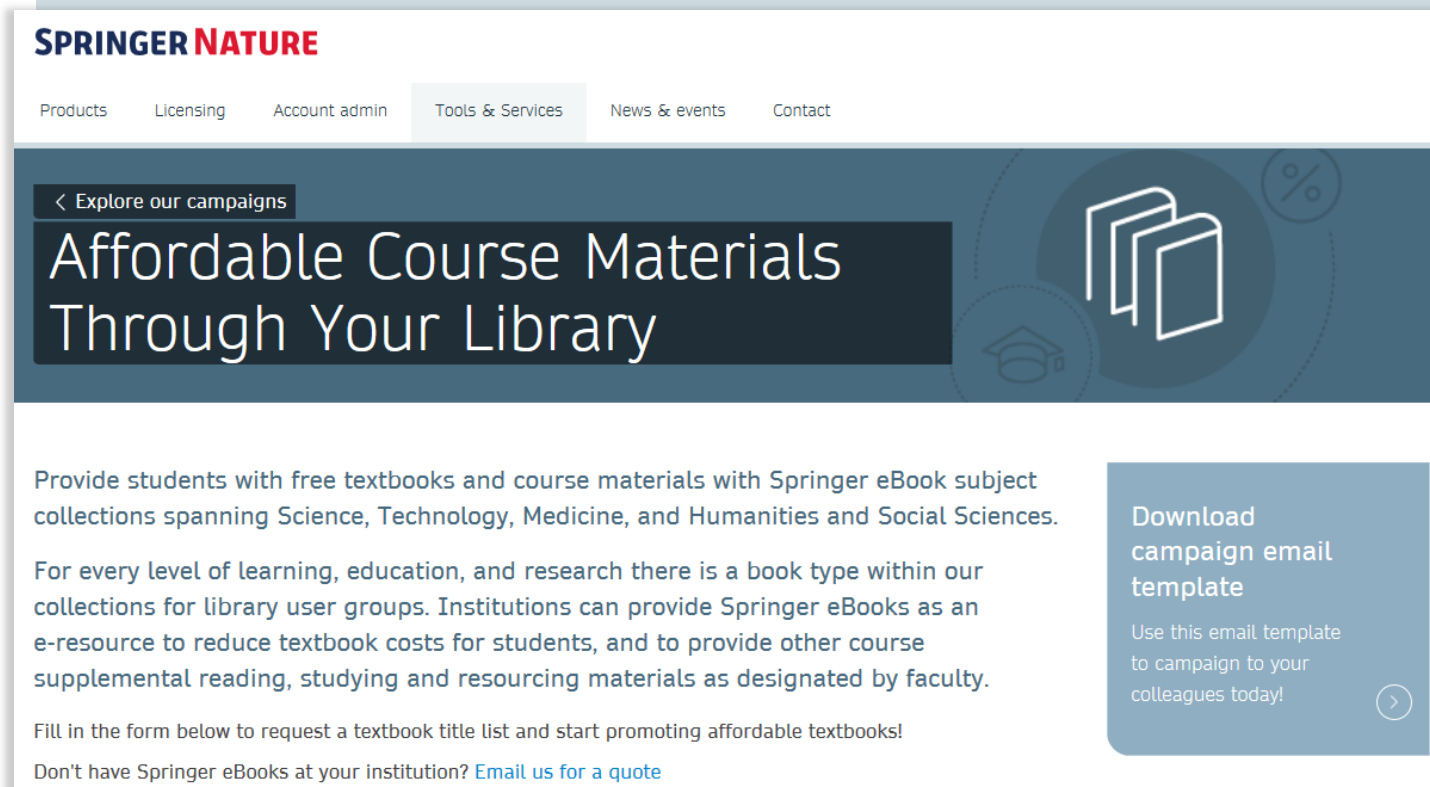
Cooperative Marketing – Affordable Textbooks

- Goal: build awareness of and drive use of portfolio of e-Textbooks already licensed
- Supply custom lists of textbooks already licensed by the library to librarians and faculty
- Partner with librarians to explore more ways to expose licensed texts to faculty
- Explore and take up the causes faced by modern campuses
- Inspired by SPARC and Student Public Interest Research Groups



Affordable Textbooks is Sustainable Marketing

- Tackle a known issue of importance in higher education
- Back up e-mail and media campaigns with a landing page for ongoing requests
- Keep after the effort with conference talks, publications, shared projects, research
- Promote related efforts, i.e. The Charlotte Initiative



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Cooperative Marketing is Sharing the Dissemination Role

SharedIt for any affiliated user, author, student to pass on full text to others

A form of scholarly sharing - 3.25 Million articles shared in 2017

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Springer Nature announces new data sharing policies

The Libraries can help you meet new publisher mandates

By Mikki Simon Macdonald on February 8, 2017 in [All news](#)



Did you know that, in addition to funder mandates and institutional requirements to share your data, many journals now require that all published articles be accompanied by underlying data?

Springer Nature, for example, has released a new research data policy to make sharing research data easier and more consistent across their publications. The new [data management policies](#) have been adopted by more than 600 journals. To learn more about the data policy for a specific Springer Nature journal, see [this list](#).

Want to learn more about [journal requirements](#) and sharing your research data? Need help selecting the right [data repository](#) for your data? We can help! Contact the [MIT Libraries Data Management Services](#) at data-management@mit.edu.



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Cooperative Marketing is Big Marketing

- Team with Boston Library Consortium on event of shared significance
- Goal: Pool knowledge of successful information resource awareness/use campaigns
- Theme: Promotion of resources should be commensurate with investment in resources
- Round table discussions and google docs facilitate sharing/post-event artifacts



Cooperative Marketing: Research/Best Practice Whitepapers

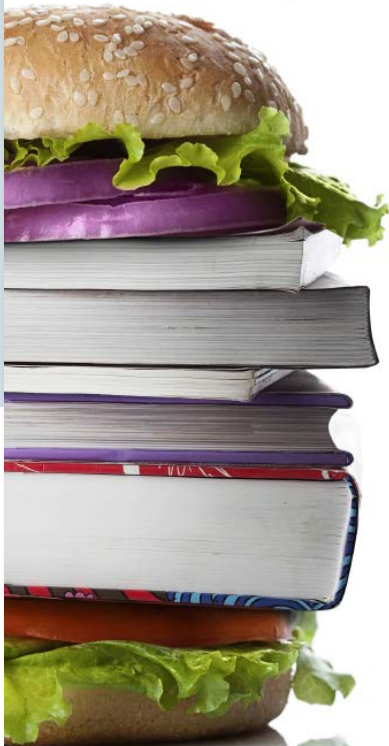
- Goal: Sponsor library research and share library best practices
- Encourage investigation of information use behavior, especially with new resources
- Learn from what is discovered and temper products accordingly
- Pay attention to libraries of different sizes and types



Cooperative Marketing is Helping Get People Into the Library

An event you can sink your teeth into!

- Non-traditional collaboration
- 293 staff, faculty, and students attended
- Increasing awareness of library collections and services



2ND ANNUAL
EDIBLE BOOK FESTIVAL
 An event you can sink your teeth into!


Vote for your favorite book-themed edible art from 11 am - 1 pm

Winners will be announced at 1:30 pm



April 9, 2015
Lied Library
Amargosa Room

Refreshments will be served

For more information:
<http://bit.ly/unlveb2015>



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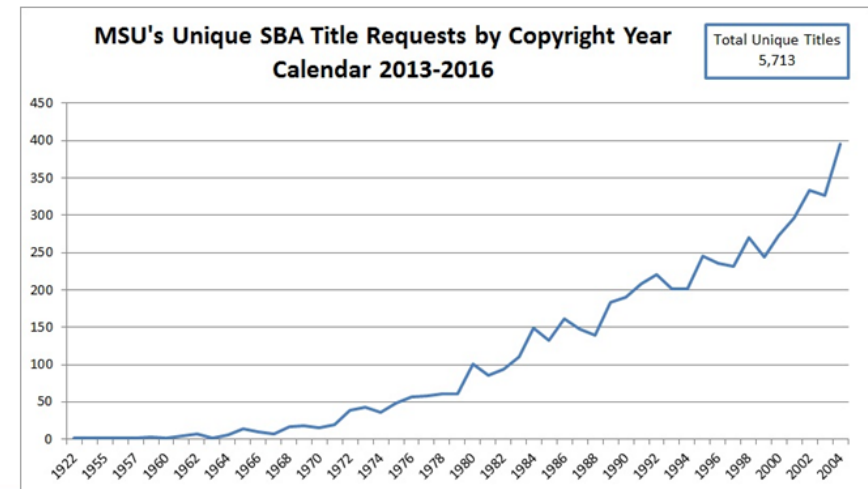
Source: <https://www.unlv.edu/event/2nd-annual-edible-book-festival-0>



Cooperative Marketing: Sponsor Library Research and Co-Present at Conferences

- Publishers have a lot of data on which to base research of interest to libraries
- A cooperative approach stresses finding the story in the data and presenting it together in public venues
- Helps libraries make a case for their decisions
- Elevate the status of librarians on campus to researchers
- Uncover research results of value to all libraries

Circulation Data



Cooperative Marketing: Providing Value Directly to Students

- Sponsored panel discussion with faculty at the University
- Provide an overview of the publishing process
- Highlight what authors do after being published
- Introduce techniques for titles, abstracts and text that facilitate SEO
- Introduce useful tools like ORCID ID
- Work with faculty, students and librarians all at the same time

Position Yourself as a Social Media Expert (bit.do/SocialHowTo)

- Become an active and trusted member!
- Social networks are sites that are more heavily weighted by the spiders (webcrawlers), so sites like LinkedIn, Twitter, Facebook, Reddit, and Google+ will appear earlier in search results, many times much higher than your university or organization's sites.
- Author Central on amazon.com
 - Enhance the Amazon page of your book by including your biography and additional information such as images, videos, etc.



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Cooperative Marketing: Tackling Technologies in the Boundary Layer Between Multiple Companies and Libraries

- Collaborated with OCLC on joint workshop for college librarians
- Goal: Train smaller schools on MARC batch load and web-scale discovery set-up
- Training objective:
 - Configure institution-level settings
 - Select collections in full or in part
 - Create custom collections
 - Proxy & authentication
 - Signing up for reports & utilizing OCLC resources



Cooperative Marketing: Responsiveness to Library Requests

- Example Event was initiated by a Department Head at a University Library
- Goal: Follow the agenda of the library and prepare a briefing on exactly the technologies and publishing developments of most concern
- Some publishers have a Library Advisory Boards (LAB), but we will take such meetings to any client/location



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What is accessible on (or off) campus?

nature
INTERDISCIPLINARITY
The world's largest resource for physical and chemical data in materials science

E JOURNALS

eBooks

SpringerMaterials
The world's largest resource for physical and chemical data in materials science

Cooperative Marketing Can Mean Traditional Marketing Done Together

- A/B Testing of various methods to make campus more aware of new resources
- Tested direct and indirect approaches at multiple peer campuses
- Culminated in a presentation at the Charleston Conference in 2016



Cooperative Marketing: Professional Involvement

- Cooperative Marketing is one aspect of being a cooperative publisher: Another aspect is professional and standards work.
- Picture is of the NASIG Board meeting at the University of Pennsylvania.



Comments and Questions

